

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(i)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 28, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	26.2	22,240
2	DALLAS	25.3	21,480
3	A TEAM	24.4	20,720
4	SIMON & SIMON	22.7	19,270
5	60 MINUTES	22.5	19,100
6	RIPTIDE	21.6	18,340
7	BILL COSBY SHOW	21.5	18,250
8	HOTEL	21.4	18,170
9	MAGNUM, P.I.	21.3	18,080
10	CAGNEY & LACEY	20.7	17,570
11	KNOTS LANDING	20.1	17,060
12	FAMILY TIES	20.0	16,980
13	NEWHART	19.9	16,900
14	FALCON CREST	19.7	16,730
14	FALL GUY	19.7	16,730

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.1	40,350
2	DYNASTY	17.9	39,890
3	DALLAS	16.7	37,180
4	BILL COSBY SHOW	15.9	35,440
5	SIMON & SIMON	15.0	33,320
6	60 MINUTES	14.2	31,680
7	FAMILY TIES	14.1	31,290
8	FALL GUY	14.1	31,250
9	MAGNUM, P.I.	14.0	31,220
10	RIPTIDE	14.0	31,150
11	TV BLOOPERS & PRAC. JOKES	13.3	29,480
12	MURDER, SHE WROTE#	13.2	29,440
13	HOTEL	13.2	29,330
14	KNIGHT RIDER#	13.1	29,140
15	KNOTS LANDING	12.7	28,240

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	25.4	22,530
2	DALLAS	23.5	20,780
3	HOTEL	19.4	17,140
4	KNOTS LANDING	19.2	16,980
5	SIMON & SIMON	18.8	16,660
6	FALCON CREST	18.4	16,290
7	60 MINUTES	18.3	16,240
8	MURDER, SHE WROTE#	18.1	16,000
9	BILL COSBY SHOW	17.1	15,180
10	CAGNEY & LACEY	16.8	14,890
11	A TEAM	16.8	14,860
12	MAGNUM, P.I.	16.6	14,700
13	KATE & ALLIE	16.5	14,650
13	NEWHART	16.5	14,650
15	FAMILY TIES	15.6	13,810

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.1	14,480
2	DYNASTY	16.5	13,140
3	RIPTIDE	16.3	13,020
4	60 MINUTES	16.0	12,790
5	ABC SUNDAY NIGHT MOVIE#	15.3	12,240
6	NFL FOOTBALL GAME 2-NBC#	15.1	12,090
7	SIMON & SIMON	14.7	11,770
8	NFL MONDAY NIGHT FOOTBALL	14.7	11,720
9	CBS NFL FOOTBALL GAME 1	14.5	11,560
10	MAGNUM, P.I.	14.1	11,250
11	DALLAS	13.9	11,070
12	FALL GUY	13.7	10,950
13	ABC NFL FOOTBALL SPECIAL(S)	13.6	10,830
14	REMINGTON STEELE	12.8	10,220
15	HOTEL	12.8	10,200
16	BILL COSBY SHOW	12.4	9,870

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 20, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	26.2	14,620
2	DALLAS	19.8	11,020
3	KNOTS LANDING	18.2	10,150
4	HOTEL	17.7	9,900
5	BILL COSBY SHOW	16.7	9,290
6	SIMON & SIMON	16.4	9,140
7	FAMILY TIES	15.9	8,880
8	MURDER, SHE WROTE#	15.7	8,730
9	A TEAM	15.5	8,620
10	CHEERS	15.2	8,480
11	FALCON CREST	15.2	8,460
12	NEWHART	14.7	8,220
13	KATE & ALLIE	14.7	8,210
14	FALL GUY	14.8	8,150
15	TV BLOOPERS & PRAC. JOKES	14.2	7,910

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	31.1	8,460
2	60 MINUTES	29.4	8,020
3	FALCON CREST	25.6	6,960
4	DYNASTY	25.2	6,870
5	MURDER, SHE WROTE#	24.6	6,690
6	SIMON & SIMON	24.4	6,640
7	HOTEL	23.3	6,350
8	MAGNUM, P.I.	23.2	6,330
9	CAGNEY & LACEY	23.2	6,320
10	KNOTS LANDING	22.8	6,220
11	JEFFERSONS	21.9	5,960
12	NEWHART	20.8	5,660
13	KATE & ALLIE	20.6	5,620
14	BENSON	20.0	5,460
15	LOVE BOAT	19.5	5,320

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	17.3	9,350
2	RIPTIDE	16.4	8,890
3	ABC SUNDAY NIGHT MOVIE#	15.6	8,430
4	DYNASTY	15.3	8,260
5	REMINGTON STEELE	14.1	7,620
6	NFL FOOTBALL GAME 2-NBC#	13.8	7,480
7	NFL MONDAY NIGHT FOOTBALL	13.7	7,380
8	CBS NFL FOOTBALL GAME 1	13.3	7,180
9	ABC NFL FOOTBALL SPECIAL(S)	13.1	7,060
9	HILL STREET BLUES	13.1	7,060
11	SIMON & SIMON	12.8	6,920
12	KNIGHT RIDER#	12.4	6,680
13	60 MINUTES	12.3	6,650
14	V#	12.2	6,580
15	MAGNUM, P.I.	11.8	6,360
16	FALL GUY	11.6	6,270

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	25.1	5,190
2	DALLAS	22.6	4,680
3	A TEAM	20.3	4,190
4	MAGNUM, P.I.	20.0	4,130
5	SIMON & SIMON	19.9	4,110
6	DYNASTY	18.3	3,780
7	HOTEL	18.0	3,730
8	DUKES OF HAZZARD#	18.0	3,720
9	FALL GUY	17.6	3,640
10	CBS NFL FOOTBALL GAME 1	17.5	3,610
11	FALCON CREST	17.3	3,580
12	MURDER, SHE WROTE#	16.9	3,490
13	NFL FOOTBALL GAME 2-NBC#	16.7	3,460
13	NFL MONDAY NIGHT FOOTBALL	16.7	3,460
15	CBS EVENING NEWS-RATHER	16.6	3,430

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																	
ABC SUNDAY NIGHT M-CONT'D																																	
		9.00 - 9.30							A	18.7	28	1588	1866	696 279	726 211	470 461	433 198			743 288	502 420	335 205			226 118^	171 119^							
		9.30 - 10.00							A	19.4	30	1647	1814	676 269	715 214	468 446	414 198			799 300	545 463	370 214			183 102^	117^	76^						
		10.00 - 10.30							A	18.6	31	1579	1782	725 264	740 223	467 450	413 212			813 312	560 471	376 205			180 102^	49^	26^						
		10.30 - 11.00							A	16.5	31	1401	1716	732 250	746 231	453 453	409 213			795 319	565 457	362 187			133^	73^	42^	18^					
ABC THURSDAY NIGHT MOVIE																																	
	THU.	8.00P	120	ABC	FF	99	97		A	11.6	18	985	1977	597 350	806 344	557 451	354 185			585 212	447 431	338 79^			252 143	334 243							
		8.00 - 8.30							B	11.6	18	985	1977	597 350	806 344	557 451	354 185			585 212	447 431	338 79			252 143	334 243							
		8.30 - 9.00							A	10.5	17	891	1863	576 331	747 288	475 402	334 209			574 185	416 421	343 98^			205 96^	337 242							
		9.00 - 9.30							A	11.3	17	959	1920	559 336	789 350	545 415	332 186			547 186	424 418	334 64^			241 129^	343 251							
		9.30 - 10.00							A	12.3	19	1044	2027	623 362	837 372	597 483	365 175			621 235	475 459	355 78^			266 167	333 246							
									A	12.5	19	1061	2006	609 360	824 347	588 483	375 174			580 224	455 413	311 79^			288 171	314 228							
ABC WORLD NEWS TONIGHT																																	
	M-F	6.30P	30	ABC	N	99	99		A	10.8	20	917	1513	699 231	776 179	327 311	339 388			583 183	315 287	269 226			46^	26^	108 62^						
									B	10.4	20	883	1515	703 234	767 178	321 321	346 373			587 153	306 296	289 240			52 29	109 60							
ABC WRLD NEWS TONIGHT-SUN																																	
	SUN.	6.30P	30	ABC	N	77	81		A	7.8	14	662	1690	765 203	839 300	448 375	331 359			656 161^	274 240	269 363			23^	LT	172^	81^					
									B	7.2	13	611	1616	764 201	817 275	421 376	328 356			614 134	237 229	258 340			21 17	164 71							
AFTERMASH																																	
	1 TUE.	8.00P	30	CBS	CS	4	205		A	9.3	15	790	1632	796 181^	821 108^	325 353	431 452			532 189^	272^	261^	263^	227^	128^	105^	151^	107^					
							99		B	11.6	19	985	1649	749 218	803 219	395 373	356 371			499 135	247 243	279 199			118 57	229 141							
AIRWOLF																																	
	SAT.	8.00P	60	CBS	A	6	203 205		A	11.4	20	968	2008	706 255	763 243	470 418	383 255			837 307	556 494	432 236			145 45^	263 186							
							99 99		B	11.9	22	1010	2059	706 293	763 251	469 428	374 251			826 333	568 512	398 219			125 36	345 242							
		8.00 - 8.30							A	11.0	20	934	2001	705 259	760 250	474 422	372 246			836 310	556 490	422 240			135 45^	270 182							
		8.30 - 9.00							A	11.9	21	1010	1986	701 248	759 237	461 409	389 260			830 304	550 493	435 232			145 40^	252 186							
ALICE																																	
	2 SUN.	9.52P	30	CBS	CS	2	201		A	14.6	24	1240	1644	789 377	914 270	469 408	358 406			528 208	295 238	203 196^			158^	94^	44^	26^					
							98		B	15.8	25	1341	1535	751 290	864 223	391 376	377 413			505 176	270 246	209 192			119 68	47 35							
AMERICAN PORTRAIT																																	
	1 TU&TH	8.58P	1	CBS	DO	13	204 202		A	15.6	24	1324	1708	758 250	822 228	412 397	370 360			572 181	311 303	280 215			113 53	201 146							
	2 M & TH	8.58P	1				99 99		B	16.0	24	1358	1647	754 267	819 221	415 400	383 353			554 148	303 300	300 206			102 45	172 121							
	2 TUE.	8.28P	1																														
BENSON																																	
	FRI.	8.00P	30	ABC	CS	5	206 203		A	14.7	26	1248	1725	863 300	923 247	394 428	404 438			576 186	271 252	261 257			90^	52^	136 81^						
							99 99		B	15.3	27	1299	1751	797 316	881 282	459 438	383 359			515 171	273 257	233 202			116 62	239 150							
BILL COSBY SHOW																																	
	THU.	8.00P	30	NBC	CS	6	207 206		A	21.5	34	1825	1942	763 335	832 290	509 484	386 272			540 211	338 298	247 165			198 72	372 258							
							99 99		B	21.6	35	1834	1960	741 302	823 300	510 458	368 259			558 223	360 333	253 151			254 124	325 213							
CAGNEY & LACEY																																	
	MON.	10.00P	60	CBS	OP	2	202 202		A	20.7	33	1757	1387	784 294	847 254	433 406	398 359			457 138	257 255	233 168			70^	38^	13^	9^					
		10.00 - 10.30							B	20.7	33	1757	1387	784 294	847 254	433 406	398 359			457 138	257 255	233 168			70 38	13 9							
		10.30 - 11.00							A	20.5	32	1740	1385	793 303	853 259	442 415	399 356			438 135	248 243	219 161			75 39^	19^	13^						
									A	20.7	35	1757	1397	781 289	846 251	426 401	398 366			478 144	267 266	246 176			64^	37^	9^	6^					
CALL TO GLORY																																	
	2 MON.	8.00P	60	ABC	GD	5	204		A	13.4	20	1138	1666	718 194^	747 235	452 417	365 250			602 217^	364 338	297 190^			136^	62^	181^	93^					
		8.00 - 8.30					99		B	13.4	21	1138	1719	689 273	731 239	428 390	346 246			705 240	436 400	351 221			131 69	152 85							
		8.30 - 9.00							A	12.6	19	1070	1688	723 190^	748 229^	439 413	363 264			605 222^	373 336	297 189^			140^	58^	195^	99^					
									A	14.1	21	1197	1652	717 198^	750 243	467 423	367 236			601 213	357 342	297 191^			131^	65^	170^	89^					
CBS EVENING NEWS-RATHER																																	
	M-F	6.30P	30	CBS	N	25	205 205		A	12.6	24	1070	1521	747 247	790 152	324 323	361 429			572 107	204 208	270 321			53^	29^	106 63						
							99 99		B	12.0	23	1019	1494	715 229	759 136	295 302	344 422			578 105	208 218	279 322			60 30	97 56							
CBS EVENING NEWS-DEAN																																	
	1 SUN.	6.00P	30	CBS	N	2	143		A	6.2	12	526	1418	726 235^	741 113^	208^	215^	337^	460^		489 109^	188^	188^	196^	301^	LT	LT	188^	87^				
							70		B	6.2	12	526	1327	697 202	713 87	247 258	379 415			507 104	215 215	216 292			LT	LT	107 57						

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of the House	Work-ing Wom.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	MAL	TOTAL	6-11		
EVENING CONT'D																																	
CBS SAT. NEWS-SCHIEFFER						3	154		A	6.4	14	543	1648	757	158^	840	140^	348^	339^	427^	440^	565	120^	216^	242^	226^	323^	113v	106v	130^	98v		
2 SAT. 6.30P 30 CBS N							81		B	7.4	16	628	1509	778	246	815	146	302	326	374	450	567	105	209	268	280	293	64	49	63	39		
CBS TUESDAY NIGHT MOVIES						4	206	202	A	13.0	21	1104	1483	830	229	885	222	422	417	444	403	452	81^	197	231	269	202	53^	32^	93^	51^		
1 TUE. 9.00P 114 CBS FF						99	99		B	14.5	23	1231	1515	820	273	882	247	465	459	440	350	464	126	258	244	257	161	79	38	90	65		
2 TUE. 9.00P 115									A	11.9	18	1010	1554	829	217	883	225	403	400	426	424	472	87^	210	249	280	206	67^	33^	132	71^		
9.00 - 9.30									A	12.9	20	1095	1512	818	233	872	214	402	401	431	414	459	70^	200	234	284	205	67^	37^	114^	49^		
9.30 - 10.00									A	13.9	23	1180	1456	831	236	888	226	441	431	460	384	452	86^	200	230	262	203	47^	34^	69^	45^		
10.00 - 10.30									A	13.6	24	1155	1403	834	230	893	228	438	429	453	389	418	82^	178	211	247	188	36^	24v	56^	39^		
10.30 - 11.00																																	
CBS WEDNESDAY NIGHT MOVIE						4	205	199	A	12.0	19	1019	1589	755	251	784	229	437	432	420	301	636	164	351	348	362	228	73^	43^	96^	52^		
WED. 9.00P 120 CBS FF						99	97		B	14.4	23	1223	1663	807	305	881	288	539	494	445	297	576	208	368	346	293	163	87	47	119	71		
9.00 - 9.30									A	11.1	17	942	1675	775	264	796	228	440	432	432	310	621	164	330	327	335	239	116^	96^	142	87^		
9.30 - 10.00									A	11.9	18	1010	1594	763	263	789	223	424	419	421	314	633	156	335	337	354	242	72^	23v	100^	52^		
10.00 - 10.30									A	12.4	20	1053	1552	722	236	751	222	422	411	399	290	653	184	385	373	367	209	63^	27v	85^	40^		
10.30 - 11.00									A	12.7	22	1078	1522	753	240	788																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
EVENING CONT'D																																			
FACTS OF LIFE						4	195	193	A	16.2	24	1375	1610	716	329	766	258	467	416	347	249	496	209	328	281	211	148	220	131	128	82^				
WED.						9.00P	30	NBC	CS	99	98	B	16.5	25	1401	1685	750	305	800	300	522	453	355	231	500	198	337	287	238	136	217	117	168	116	
FALCON CREST						5	206	207	A	19.7	34	1673	1614	917	327	973	286	505	454	439	416	463	108	205	223	239	213	119	78	59^	50^				
FRI.						10.00P	60	CBS	GD	99	99	B	20.2	34	1715	1611	896	317	975	280	500	456	447	417	474	139	231	237	226	208	98	60	64	49	
10.00 - 10.30									A	20.1	34	1706	1635	923	337	973	284	503	456	440	416	482	119	224	237	244	213	120	76	60^	49^	49^			
10.30 - 11.00									A	19.3	34	1639	1588	912	317	972	288	508	452	438	416	444	97	185	206	235	214	115	78	57^	50^	50^			
FALL GUY						5	208	208	A	19.7	31	1673	1868	717	243	790	312	488	391	314	283	656	213	376	351	322	219	133	60^	289	169				
WED.						8.00P	60	ABC	A	99	99	B	17.5	28	1486	1861	685	239	761	305	469	388	309	256	642	230	392	361	307	196	148	58	310	200	
8.00 - 8.30									A	18.4	29	1562	1885	720	249	786	302	473	390	324	290	656	211	367	345	320	224	127	53^	316	190				
8.30 - 9.00									A	21.1	33	1791	1839	709	236	789	318	496	390	303	276	650	212	377	355	320	212	138	65^	262	152				
FAMILY TIES						5	209	208	A	20.0	31	1698	1843	752	311	813	319	523	503	363	238	534	219	348	317	247	147	196	89	300	197				
THU.						8.30P	30	NBC	CS	99	99	B	20.0	31	1698	1866	739	288	812	336	526	478	339	232	532	230	355	326	229	133	239	135	283	181	
FINDER OF LOST LOVES						5	205	203	A	14.1	26	1197	1591	825	342	925	293	495	468	420	366	518	143	246	266	266	200	78^	43^	70^	41^				
SAT.						10.00P	60	ABC	GD	99	97	B	13.6	25	1155	1558	780	285	857	261	425	381	384	381	492	138	251	253	256	193	116	60	93	62	
10.00 - 10.30									A	14.1	25	1197	1597	836	356	930	293	499	463	418	377	511	145	244	257	254	200	80^	48^	76^	44^				
10.30 - 11.00									A	14.0	26	1189	1588	816	328	923	294	492	473	425	358	528	139	250	273	279	202	76^	37^	61^	36^				
FRI MOVIE OF THE WEEK-NBC(S)						196			A	13.4	23	1138	2105	753	294	800	343	568	478	374	171^	631	223	490	465	354	115^	293	125^	381	298				
1 FRI.						8.00P	120	NBC	FF	99			A	13.1	24	1112	2119	841	318	905	358	659	527	426	206^	623	171^	445	436	373	149^	257	119^	334	245
8.00 - 8.30																																			
8.30 - 9.00									A	13.1	22	1112	2133	791	319	846	360	614	507	395	177^	640	209^	482	459	369	132^	302	114^	345	273				
9.00 - 9.30									A	13.4	22	1138	2066	693	284	735	328	512	428	337	157^	609	241	491	463	318	91^	301	129^	421	349				
9.30 - 10.00									A	14.1	23	1197	2084	686	248	711	329	490	444	338	146^	646	262	537	500	353	88^	313	138^	414	323				
FOUL UPS, BLEEPES-BLUNDERS						3	201		A	13.4	22	1138	1779	822	357	914	349	615	497	453	261	520	222	295	287	207^	169^	120^	86^	225	94^				
1 TUE.						8.00P	30	ABC	U	99		B	13.6	22	1155	1685	745	287	812	307	477	379	354	276	503	200	311	255	212	166	141	88	229	136	
GARFIELD IN THE ROUGH(S)						203			A	15.4	27	1307	2135	700	294	762	320	514	421	327	213	551	231	403	333	277	133^	163^	101^	659	427				
2 FRI.						8.00P	30	CBS	EA	99																									
GIMME A BREAK						5	199	192	A	14.3	25	1214	1900	758	305	832	296	494	431	310	325	443	156	225	220	186	177	234	124	391	286				
SAT.						8.30P	30	NBC	CS	98	96	B	14.6	26	1240	1886	745	298	819	297	480	417	316	309	409	151	225	220	174	145	245	149	413	297	
HARDCASTLE & MCCORMICK						5	198		A	15.3	23	1299	1915	667	282	756	276	438	415	373	255	685	237	390	358	322	239	210	85^	264	181^				
2 SUN.						8.00P	60	ABC	A	97		B	14.8	23	1257	1924	718	298	781	275	477	441	373	256	745	277	462	429	354	237	164	68	234	146	
8.00 - 8.30									A	14.6	22	1240	1915	652	265	738	270	427	410	364	251	676	234	383	345	320	245	195^	73^	306	204				
8.30 - 9.00									A	16.0	24	1358	1906	682	298	772	280	446	420	381	259	688	240	396	366	322	235	220	94^	226	160^				
HAWAIIAN HEAT						5	205	198	A	10.9	18	925	1684	583	280	668	165	348	345	353	284	588	150	342	306	347	192	105^	31^	323	163				
FRI.						9.00P	60	ABC	OP	99	95	B	12.0	20	1019	1703	606	286	669	211	407	404	334	221	577	206	366	334	286	165	122	50	335	224	
9.00 - 9.30									A	10.9	18	925	1706	581	280	670	159	343	341	354	290	604	155	356	321	363	188	107^	33^	325	158				
9.30 - 10.00									A	10.8	18	917	1662	584	282	668	171	350	349	352	284	569	142	324	290	334	196	105^	29^	320	166				
HIGHWAY TO HEAVEN						5	203	204	A	16.7	26	1418	1719	797	339	858	227	449	478	426	334	529	141	288	294	264	194	97	47^	235	140				
WED.						8.00P	60	NBC	GD	99	99	B	18.5	30	1571	1718	762	288	828	251	440	447	392	321	527	168	313	297	256	180	150	62	213	139	
8.00 - 8.30									A	16.0	26	1358	1727	797	344	864	222	437	472	430	347	510	130	264	276	253	199	88^	38^	265	153				
8.30 - 9.00									A	17.3	27	1469	1713	797	332	853	233	458	484	423	322	550	153	314	308	276	192	103	55^	207	128				
HILL STREET BLUES						4	210	211	A	17.9	29	1520	1513	662	281	717	330	511	496	319	153	647	304	464	410	284	145	78^	28^	71^	27^				
THU.						10.00P	60	NBC	OP	99	99	B	17.9	29	1520	1550	673	298	735	323	510	486	324	170	679	313	502	467	314	129	78	28	58	29	
10.00 - 10.30									A	17.8	28	1511	1523	676	284	733	346	524	507	316	156	617	282	439	394	276	143	88	31^	85	39^				
10.30 - 11.00									A	18.0	30	1528	1497	645	277	698	311	498	486	322	149	676	327	490	423	290	146	67^	26^	56^	14^				

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL & 11												
																		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+										
EVENING CONT'D																																									
SCARECROW & MRS. K-CONT'D																																									
2 MON. 8.00P 54																																									
8.00 - 8.30														A 16.6 26 1409														1695 828 263 905 249 468 463 390 374 486 127 249 245 254 200 99 36^ 205 132													
8.30 - 9.00														A 17.5 26 1486														1669 809 262 881 257 467 474 382 351 499 119 267 269 283 195 89 31^ 200 128													
SILVER SPOONS(B)														111 A 8.2 13 696														1836 751 549 828 316^ 529 499 353^255^ 531 129^ 406 350^ 325^125^ 191^138^ 286^ 130^													
2 SUN. 7.00P 30 NBC CS														69																											
SIMON & SIMON														4 207 208 A 22.7 34 1927														1729 771 277 864 296 474 417 368 345 610 211 359 318 278 213 124 42^ 131 76													
THU. 9.00P 60 CBS PD														99 99 B 20.8 32 1766														1715 778 277 861 274 482 436 403 329 626 195 372 336 324 211 114 28 114 77													
9.00 - 9.30														A 21.9 33 1859														1749 767 279 858 285 465 407 372 348 620 217 366 320 278 216 125 41^ 146 85													
9.30 - 10.00														A 23.5 36 1995														1704 773 273 868 304 481 424 366 341 601 204 353 314 280 211 121 41^ 114 68													
60 MINUTES														6 209 209 A 22.5 36 1910														1659 782 332 849 200 376 363 379 420 669 186 347 355 330 272 67^ 29^ 74 58^													
1 SUN. 7.00P 60 CBS DN														99 99 B 20.0 33 1698														1614 756 312 818 184 361 354 382 406 649 172 337 339 322 268 64 28^ 83 51													
2 SUN. 7.22P 60																																									
7.00 - 7.30														A 19.9 33 1690														1596 773 310 850 184 348 335 366 452 660 177 351 348 314 276 35^ 8^ 51^ 41^													
7.30 - 8.00														A 23.3 36 1978														1651 768 327 836 190 363 360 380 413 685 190 352 362 343 277 61^ 25^ 69 56^													
8.00 - 8.30														A 25.1 38 2131														1731 826 375 878 248 447 408 393 388 632 189 329 340 312 247 107^ 59^ 114^ 86^													
SPORTSBREAK-SAT														6 201 201 A 11.1 20 942														1887 700 250 754 209 434 392 402 283 787 272 489 429 415 249 126^ 33^ 220 164													
SAT. 8.58P 1 CBS SN														98 96 B 11.2 20 951														1988 692 278 763 235 453 415 385 274 793 314 533 472 385 221 119 32 311 228													
SPORTSBREAK-SUN														6 207 204 A 18.7 27 1588														1686 816 326 884 199 427 401 417 410 634 194 359 342 305 240 49^ 27^ 119 67^													

1 SUN. 9.44P 1 CBS SN 99 99	B 18.9	28	1605	1644	790	312	881	222	434	415	409	393	577	154	312	314	298	224	93	48	93	62
2 SUN. 9.20P 1																						
T.J. HOOKER																						
SAT. 8.00P 60 ABC OP 99 97	A 12.6	23	1070	1764	731	237	781	160	340	344	360	377	566	102	238	273	281	270	202	117	215	141
8.00 - 8.30	B 12.5	23	1061	1748	721	261	760	177	337	332	344	375	566	112	245	288	281	262	181	114	241	155
8.30 - 9.00	A 11.8	22	1002	1671	694	219	742	148	322	321	335	371	566	100	235	279	284	267	188	105	175	120
	A 13.3	23	1129	1842	765	253	816	171	355	363	383	385	564	103	238	265	279	273	212	126	250	158
TV BLOOPERS & PRAC. JOKES																						
MON. 8.00P 60 NBC CV 98 97	A 17.5	26	1486	1984	768	323	852	330	532	417	359	278	562	215	328	279	244	191	275	135	295	222
8.00 - 8.30	B 16.5	26	1401	1877	715	318	798	315	501	400	342	265	553	223	334	279	233	184	224	98	302	215
8.30 - 9.00	A 16.8	26	1426	1990	775	305	858	330	525	396	354	295	575	227	334	275	241	197	265	134	292	218
	A 18.3	27	1554	1959	754	338	838	325	533	433	360	260	539	200	315	277	243	182	285	136	297	225
THREE'S A CROWD																						
1 TUE. 8.30P 30 ABC CS 99	A 14.0	22	1189	1697	744	285	828	257	510	458	440	270	477	258	292	249	137	155	145	113	247	127
	B 14.9	23	1265	1711	754	271	832	303	488	404	368	288	453	207	279	234	171	147	161	98	265	155
THREE'S A CROWD																						
2 TUE. 8.00P 30 ABC CS 99	A 15.4	24	1307	1621	649	225	719	298	385	298	232	305	554	189	329	293	216	195	167	95	181	134
	B 15.4	24	1307	1621	649	225	719	298	385	298	232	305	554	189	329	293	216	195	167	95	181	134
TRAPPER JOHN, M.D.																						
1 SUN. 10.16P 60 CBS GD 98 99	A 15.2	27	1290	1466	771	320	860	234	432	399	374	381	522	166	277	248	243	204	42	20	42	32
2 SUN. 10.22P 54	B 15.4	27	1307	1427	747	267	841	221	405	376	376	379	517	173	283	267	239	189	47	19	22	15
10.00 - 10.30	A 15.0	24	1274	1446	793	301	869	232	425	398	374	394	510	154	273	241	242	200	27	6	40	30
10.30 - 11.00	A 15.1	26	1282	1471	766	326	856	232	428	395	376	385	519	171	285	256	244	194	52	27	44	29
11.00 - 11.30	A 15.7	30	1333	1461	761	327	857	238	441	405	369	365	532	162	263	235	247	224	32	14	40	39
20/20																						
1 THU. 10.00P 60 ABC DN 99 99	A 13.9	23	1180	1518	700	312	804	164	384	408	411	352	605	165	358	348	305	203	62	25	47	37
2 THU. 10.00P 56	B 14.7	25	1248	1496	734	306	829	202	426	439	431	332	572	162	335	341	275	196	57	23	38	28
10.00 - 10.30	A 14.1	23	1197	1499	700	313	798	167	393	417	405	340	603	173	371	354	303	190	64	27	34	25
10.30 - 11.00	A 13.7	23	1163	1542	701	309	811	162	376	396	419	364	610	160	347	340	307	216	58	24	63	55

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL B 11									
							AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)		TOTAL	18-34			18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
LATE FRINGE CONT'D																																		
DAVID LETTERMAN I						16	189	190	A	3.6	17	306	1206	438	265	572	288	360	290	229	122^	628	288	438	405	278	137^	LT	LT	LT	LT			
M-TH 12.30A						30	NBC	GV		99	99	B	3.5	18	297	1242	503	230	583	245	337	298	256	152	646	332	447	368	262	153	LT	LT	LT	LT
DAVID LETTERMAN II						16	189	190	A	2.7	17	229	1026	428	184^	467	187^	288	244^	219^	131^	555	285	415	371	222^	127^	LT	LT	LT	LT			
M-TH 1.00A						30	NBC	GV		99	99	B	2.6	17	221	1122	480	176	503	185	296	279	259	129	617	358	476	345	227	123	LT	LT	LT	LT
EYE ON HOLLYWOOD						9	109	109	A	1.8	7	153	902	346^	320^	536	242^	295^	151^	248^	189^	359^	130^	274^	287^	196^	72^	LT	LT	LT	LT			
1 TUE. 12.00M						30	ABC	GV		66	66	B	1.8	7	153	864	382	301	513	168	274	193	314	184	343	102	201	246	196	97	LT	LT	LT	LT
1 W & TH 12.00M						31																												
2 TUE. 12.00M						31																												
2 WED. 12.14A						30																												
2 THU. 12.00M						30																												
FRIDAY NIGHT VIDEOS						4	198	198	A	3.3	15	280	1375	437^	301^	565	344^	458	328^	175^	79^	479	318^	390^	264^	147^	54^	238^	117^		93^	93^		
FRI. 12.30A						90	NBC	PC		99	99	B	3.0	15	255	1257	434	226	553	333	436	306	182	86	465	317	396	264	141	50	180	71	59	50
12.30 - 1.00									A	4.3	16	365	1504	459	349	563	300^	412	347	207^	89^	610	361	445	361	227^	85^	235^	125^		96^	96^		
1.00 - 1.30									A	3.2	15	272	1287	376^	232^	475	272^	404^	267^	158^	71^	448^	315^	416^	248^	122^	32^	294^	143^		70^	70^		
1.30 - 2.00									A	2.4	14	204	1255	466^	289^	682	525^	618^	373^	128^	64^	290^	254^	254^	103^	LT	36^	171^	73^	112^	112^			
G MICHAELS SPORTS MACHINE						6	76	78	A	1.4	5	119	1277	494^	92^	562^	177^	269^	370^	293^	192^	715^	354^	463^	336^	160^	252^	LT	LT	LT	LT			
1 SUN. 12.12A						30	NBC	SC		50	48	B	1.5	5	127	992	453	228	486	163	289	374	294	101	495	207	325	297	199	159	LT	LT	LT	LT
2 SUN. 12.00M						30																												
LATE MOVIE I						30	175	175	A	4.9	16	416	1308	697	218	738	282	450	391	321	235	485	158	298	298	264	144^	46^	21^	39^	24^			
1 MWTH 11.30P						67	CBS	FF		90	89	B	4.9	17	416	1214	620	215	678	204	399	375	359	223	463	158	296	278	239	136	40	13	33	19
TUE. 12.00M						68																												
1 FRI. 11.30P						70																												
2 MON. 11.30P						67																												
2 WED. 11.30P						68																												
2 THU. 11.30P						61																												
2 FRI. 11.30P						73																												
11.30 - 12.00									A	5.8	16	492	1392	724	233	779	284	456	396	335	282	498	143	311	303	280	152	64^	37^	51^	33^			
12.00 - 12.30									A	4.6	16	391	1299	693	210	729	285	443	389	317	222	496	179	304	307	256	143^	33^	12^	41^	23^			
12.30 - 1.00									A	4.3	19	365	1145	629	202	662	279	448	376	290	164^	438	156^	246	255	235	137^	34^	LT	LT	LT	LT		
1.00 - 1.30									A	3.7	21	314	866	446	163^	446	64^	277^	328^	296^	118^	382^	143^	226^	233^	229^	108^	38^	LT	LT	LT	LT		
LATE MOVIE II						30	175	175	A	3.3	18	280	1061	601	251	640	254	411	371	293	193^	372	129^	228	236	217^	111^	35^	LT	LT	LT	LT		
MON. 12.37A						47	CBS	FF		90	89	B	3.4	19	289	1056	538	224	583	176	374	352	334	165	425	165	279	278	228	111	22	LT	26	21
1 TUE. 1.08A						54																												
1 WED. 12.37A						46																												
1 THU. 12.37A						60																												
1 FRI. 12.40A						44																												
2 TUE. 1.08A						53																												
2 WED. 12.38A						49																												
2 THU. 12.31A						54																												
2 FRI. 12.43A						42																												
12.30 - 1.00									A	3.6	17	306	1206	692	294	745	317	481	402	317	222	422	164^	258	275	226	124^	26^	LT	LT	LT	LT		
1.00 - 1.30									A	3.3	19	280	996	575	229	614	239	397	375	286	189^	332	128^	210^	200^	179^	100^	36^	LT	LT	LT	LT		
1.30 - 2.00									A	2.8	21	238	803	395	147^	437	114^	265	282	260	113^	332	LT	194^	214^	303	101^	34^	LT	LT	LT	LT		
MONDALE FOR PRESIDENT-SUN(S)						204			A	12.6	12	1070	1560	799	426	945	274	530	454	417	378	524	187^	262	212^	241	226^	63^	29^	28^	28^			
2 SUN. 11.16P						6	CBS	P		99																								
SATURDAY NIGHT CONT'D						4	199	194	A	7.6	21	645	1479	642	277	687	350	501	468	281	140^	555	310	454	375	214	86^	199	103^	38^	38^			

[illegible]

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1984 REPORT

PROGRAM NAME										NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													

SAT.	8.30A	30	NBC	CA	96	96	B	4.4	23	374	1667	231	118	330	206	258	170	97	50	261	140	170	145	91	58	176	71	900	603	
POLE POSITION					6	175	200	A	4.3	16	365	2005	433	198	455	284	333	171	89	82	271	197	233	173	74	38	249	117	1030	441
SAT.	10.30A	30	CBS	CA	85	98	B	4.6	17	391	1654	337	179	382	205	285	215	113	77	234	121	159	109	84	70	240	111	798	435	
PRYOR'S PLACE					6	169	183	A	3.7	13	314	1596	258	16	332	191	191	16	16	125	231	166	166	180	40	65	264	44	769	628
SAT.	11.30A	30	CBS	CL	86	93	B	4.3	15	365	1498	289	149	380	168	244	133	110	120	282	171	219	194	85	59	263	131	573	416	
SCARY SCOOPY DOO FUNNIES					3	195	196	A	5.3	19	450	1493	286	76	380	179	218	186	201	115	158	91	158	92	67	LT	188	95	767	407
SAT.	11.00A	30	ABC	CA	96	96	B	5.2	13	441	1539	294	97	425	226	282	217	188	111	167	87	158	115	80	LT	193	99	754	387	
SATURDAY SUPERCARDE					6	201	203	A	4.4	18	371	1754	273	123	382	235	261	137	102	87	252	145	170	128	79	77	175	48	945	552
SAT.	9.30A	60	CBS	CA	97	98	B	4.4	18	374	1821	334	138	411	217	293	217	118	103	219	102	146	117	79	71	190	79	1001	571	
9.30 - 10.00							A	4.4	13	371	1829	247	113	355	289	310	181	126	84	265	143	167	146	64	91	180	61	929	548	
10.00 - 10.30							A	4.4	18	371	1652	294	131	294	170	170	84	73	91	238	147	174	109	91	64	162	35	958	551	
SCHOOLHOUSE	ROCK-8:25AM				6	186	193	A	2.9	19	246	1537	155	102	253	191	131	158	LT	62	314	200	229	138	65	85	136	LT	834	444
SAT.	8.25A	4	ABC	CN	94	97	B	3.0	20	255	1512	119	63	177	105	114	103	31	63	217	105	152	129	83	57	161	53	957	542	
SCHOOLHOUSE	ROCK-9:55AM				6	199	203	A	4.9	19	416	1772	138	33	169	34	75	82	18	87	279	192	218	122	46	41	244	55	1080	646
SAT.	9.55A	4	ABC	CN	98	98	B	4.9	13	416	1707	154	86	195	91	123	83	63	67	209	118	183	121	65	26	249	55	1054	641	
SCHOOLHOUSE	ROCK-10:25AM				6	199	203	A	5.1	19	433	1830	227	31	291	36	149	148	113	107	266	202	249	69	47	17	281	157	982	540
SAT.	10.25A	4	ABC	CN	99	99	B	5.1	19	433	1809	220	80	262	119	157	113	101	89	251	141	209	142	94	27	268	112	828	474	
SCHOOLHOUSE	ROCK-11:25AM				6	199	203	A	5.2	13	441	1531	272	75	373	131	227	171	139	115	158	98	158	83	60	LT	217	115	797	303
SAT.	11.25A	4	ABC	CN	96	96	B	1.9	18	113	1570	285	96	125	231	278	133	171	122	162	33	151	93	69	LT	225	131	758	375	
SHORT TALES					6	192	193	A	1.9	12	161	1616	123	100	123	158	219	212	110	161	293	167	219	175	126	56	154	61	776	584
SAT.	8.00A	30	CBS	CA	80	96	B	2.3	14	195	1359	217	72	219	105	127	102	61	90	182	98	131	123	68	43	110	64	848	561	
SNOWFLAKES I					6	233	268	A	3.9	19	416	1530	233	114	297	133	111	113	113	29	271	135	216	175	106	19	61	207	865	571
SAT.	9.00A	30	NBC	CA	93	93	B	3.9	14	173	1530	260	114	310	173	216	113	113	51	271	135	216	175	106	19	61	207	865	571	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSEWOM	VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	35-49	50-54	55-64	65+	TOTAL	18-34	35-49	50-54	55-64	65+	TOTAL FEM.	TOTAL M.		
WEEKEND DAYTIME CONT'D																													
SMURFS II						6	205	206	A	7.4	29	628	1782	241	125	274	143	185	106	71	65	321	180	295	225	892	559		
SAT.						9.30A	30	NBC	CA	99	99	B	7.7	30	654	1739	307	139	180	154	112	58	238	142	234	147	916	558	
SMURFS III						6	205	206	A	8.9	33	756	1626	260	131	293	127	130	128	114	74	218	134	325	186	790	523		
SAT.						10.00A	30	NBC	CA	99	99	B	8.5	32	722	1659	301	127	267	146	111	63	178	114	271	158	870	532	
SNORKS						6	189	192	A	3.3	24	280	1696	97	29	271	219	219	19	LT	52	217	200	82	31	1126	803		
SAT.						8.00A	30	NBC	CA	95	95	B	3.3	24	280	1699	210	58	184	126	95	76	185	128	179	65	1043	783	
SPIDERMAN AND FRIENDS						1		156	A	5.5	18	467	1351	239	28	239	150	239	191	89	LT	339	213	267	159	506	283		
2 SAT.						12.00N	30	NBC	CA	85		B	5.5	18	467	1351	239	28	191	89	LT	339	213	267	159	506	283		
SPIDERMAN AND FRIENDS						4	133		A	3.9	13	331	2027	278	LT	365	87	174	174	278	191	302	229	402	106	958	510		
1 SAT.						12.30P	30	NBC	CA	76		B	4.3	15	365	1678	281	66	151	79	128	172	380	245	298	68	677	266	
SPORTSBEAT						2		126	A	1.8	5	153	1294	131	LT	268	LT	LT	33	138	235	457	LT	LT	LT	LT	569	503	
2 SAT.						3.00P	30	ABC	SC	68		B	1.9	5	161	1197	201	LT	95	112	96	155	557	146	77	LT	296	264	
SPORTSWORLD-SAT.						3	157	162	A	4.5	12	382	1385	628	186	712	183	332	377	366	267	561	131	52	24	60	60		
1 SAT.						4.35P	85	NBC	SA	88	87	B	5.0	14	425	1336	548	146	319	296	284	214	628	151	51	26	64	53	
2 SAT.						4.33P	87					A	3.8	11	323	1232	463	111	334	223	295	241	529	46	LT	LT	22	22	
						4.30 - 5.00						A	4.6	13	391	1394	673	210	424	397	269	588	167	20	LT	62	62		
						5.00 - 5.30						A	5.2	14	441	1444	675	215	422	371	274	541	154	105	57	85	85		
						5.30 - 6.00																							
SUNDAY MORNING						5	173	174	A	4.9	20	416	1409	526	202	584	103	234	257	243	294	689	243	29	29	107	77		

SUN.						9.00A	90	CBS	N	91	94	B	4.6	20	391	1329	556	224	246	245	249	286	624	200	45	LT	69	43
						9.00 - 9.30						A	4.2	19	357	1608	611	213	302	278	322	701	196	36	36	199	152	
						9.30 - 10.00						A	5.1	21	433	1418	507	215	234	226	299	654	250	37	37	141	95	
						10.00 - 10.30						A	5.2	19	441	1293	499	186	259	243	274	739	279	16	16	LT	LT	
SUPERFRIENDS: SUPERPOWERS						6	194	195	A	3.8	20	323	1443	102	53	154	108	108	75	LT	46	179	95	171	50	939	533	
SAT.						8.30A	30	ABC	CA	97	97	B	4.0	21	340	1546	96	61	92	55	56	70	186	70	211	92	987	601
SUPERFRIENDS: SUPERPOWERS2						2	186	190	A	2.4	18	204	1382	147	167	313	220	220	196	LT	93	225	122	84	LT	760	421	
SAT.						8.00A	30	ABC	CA	94	97	B	2.4	18	204	1382	147	167	196	LT	93	225	122	84	LT	760	421	
THIS WK-DAVID BRINKLEY-SP(S)						134			A	2.2	5	187	1091	492	75	492	LT	96	96	235	396	428	48	117	107	54	27	
2 SUN.						1.30P	60	ABC	N	82		A	2.2	5	187	1182	470	80	97	97	198	373	450	43	161	139	101	54
						1.30 - 2.00						A	2.2	5	187	968	508	65	97	97	268	411	391	49	69	69	LT	LT
						2.00 - 2.30																						
THIS WEEK-DAVID BRINKLEY						3	180		A	3.8	12	323	1638	853	256	906	148	430	443	468	417	521	35	LT	LT	211	211	
1 SUN.						11.30A	60	ABC	N	95		B	4.0	13	340	1294	597	184	227	299	362	573	123	33	24	75	73	
						11.30 - 12.00						A	3.6	11	306	1729	889	340	436	460	411	514	33	LT	LT	274	274	
						12.00 - 12.30						A	4.1	12	348	1503	793	173	433	457	412	511	35	LT	LT	147	147	
TURBO TEEN						6	199	200	A	5.1	20	433	1771	144	37	171	56	69	77	21	94	340	257	267	47	993	630	
SAT.						9.30A	30	ABC	CA	98	98	B	5.3	21	450	1691	155	81	76	54	68	223	142	239	48	1033	642	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 15, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,230 20.3	WORLDS GREATEST MYSTERIES (SD)				31,580 37.2	NFL MONDAY NIGHT FOOTBALL GREEN BAY VS DENVER (9:00-12:19AM) (-OP)(SD)										
12,060 14.2	14.0*			14.4*	16.5	17.8*		18.9*		17.7*		15.8*				
22	22 *			22 *	28	27 *		28 *		26 *		24 *				
14.3	13.6	13.9	15.0	17.3	18.2	19.0	18.8	17.8	17.5	15.7	16.0					

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,020 22.4	SCARECROW & MRS. KING (SUS-SD)				19,870 23.4	KATE & ALLIE NEWHART (SD)				22,070 26.0	CAGNEY & LACEY					
14,430 17.0	16.3*			17.7*	20.0	21.0		18,340 21.6	21.6*	21.5*						
26	25 *			27 *	29	31		34	33 *	35 *						
15.9	16.8	17.4	18.0	19.6	20.4	20.8	21.3	21.4	21.9	22.0	21.1					

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,780 23.3	TV BLOOPERS & PRAC. JOKES (SD)				22,670 26.7	NBC MONDAY NIGHT MOVIES V: THE FINAL BATTLE, PART 2(R)										
14,350 16.9	16.5*			17.4*	16.7	15.6*		16.7*		17.2*		17.2*				
26	26 *			26 *	26	23 *		25 *		26 *		28 *				
15.3	17.7	17.7	17.0	15.5	15.8	16.4	17.0	17.1	17.2	17.5	16.9					

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,450 18.2	CALL TO GLORY (SD)				28,870 34.0	NFL MONDAY NIGHT FOOTBALL LA RAMS VS ATLANTA FALCONS (9:00-12:13AM) (-OP)										
11,380 13.4	12.6*			14.1*	15.4	17.2*		18.9*		18.4*		15.3*				
20	19 *			21 *	27	26 *		28 *		28 *		25 *				
12.4	12.3	13	14.4	16.2	18.2	19.2	18.7	18.7	18.1	19.7	14.8					

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,080 21.3	SCARECROW & MRS. KING (8:00-8:54PM) (S)(SD)				17,830 21.0	KATE & ALLIE NEWHART (SD)				20,970 24.7	CAGNEY & LACEY					
14,430 17.0	16.9*			17.3*	18.1	18.8		15,960 18.8	19.7	19.4*		19.9*				
25	26 *			25 *	27	28		28	32	30 *		34 *				
16.4	17.3	17.4	17.1	17.4	18.7	18.2	19.3	19.1	19.8	19.9	20.0					

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

20,720 24.4	TV BLOOPERS & PRAC. JOKES (SD)				23,350 27.5	NBC MONDAY NIGHT MOVIES AURORA (9:00-10:55PM) (S)(SD)										
15,370 18.1	17.0*			19.1*	18.0	18.9*		18.4*		17.9*		16.6*				
27	26 *			28 *	28	28 *		27 *		28 *		28 *				
16.1	17.9	18.8	19.4	19.0	18.8	18.6	18.2	18.3	17.5	16.9	16.1					

TV HOUSEHOLDS USING TV	WK 1	57.9	59.1	60.0	61.8	63.3	65.3	66.3	67.0	68.0	68.3	68.0	67.5	65.7	64.3	61.7	59.5
(See Def. 1)	WK 2	60.7	61.6	61.3	62.8	64.5	66.8	67.9	68.1	67.9	67.8	67.6	67.3	64.8	63.2	60.4	56.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE. MON. OCT. 22, 1984

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 16, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,240 15.6		13,330 15.7		15,710 18.5				13,070 15.4			
	ABC TV						FOUR UPS, BLEEPS- BLUNDERS		THREE'S A CROWD		PAPER DOLLS (SD)				JESSIE			
	AVERAGE AUDIENCE (Households (000) & %)						11,380 13.4		11,890 14.0		11,550 13.6	13.8*		13.3*	10,360 12.2	12.2*		12.2*
	SHARE OF AUDIENCE %						22		22		21	22 *		21 *	22	20 *		22 *
W E E K 2	AVG. AUD. BY ¼ HR. %						13.1	13.7	13.5	14.5	13.8	13.8	13.1	13.6	12.3	12.0	12.3	12.1
	TOTAL AUDIENCE (Households (000) & %)						9,590 11.3		8,570 10.1		17,740 20.9							
	CBS TV						AFTERMASH		E/R (SD)		CBS TUESDAY NIGHT MOVIES SENTIMENTAL JOURNEY (9:00-10:54PM) (S)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)						7,900 9.3		7,560 8.9		11,890 14.0	12.5*		13.6*		15.2*		14.9*
W E E K 1	SHARE OF AUDIENCE %						15		14		23	20 *		21 *		25 *		26 *
	AVG. AUD. BY ¼ HR. %						9.3	9.3	8.7	9.1	12.2	12.8	13.3	14.0	15.1	15.3	15.0	14.8
	TOTAL AUDIENCE (Households (000) & %)						25,390 29.9				22,330 26.3				18,850 22.2			
	NBC TV						A TEAM (SD)				RIPTIDE (SD)				REMINGTON STEELE			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)						20,630 24.3	23.1*		25.5*	17,660 20.8	20.8*		20.8*	14,940 17.6	17.9*		17.2*
	SHARE OF AUDIENCE %						38	37 *		40 *	33	33 *		33 *	30	30 *		30 *
	AVG. AUD. BY ¼ HR. %						21.8	24.5	26.0	25.0	20.9	20.8	20.8	20.8	18.4	17.5	17.2	17.1
	TOTAL AUDIENCE (Households (000) & %)						15,200 17.9		17,490 20.6		16,560 19.5				12,820 15.1			
W E E K 2	ABC TV						THREE'S A CROWD		WHO'S THE BOSS?		PAPER DOLLS (SD)				JESSIE (10:00-10:58PM) (S)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)						13,070 15.4		15,540 18.3		12,570 14.8	15.3*		14.2*	10,270 12.1	12.2*		11.9*
	SHARE OF AUDIENCE %						24		27		22	23 *		21 *	20	20 *		21 *
	AVG. AUD. BY ¼ HR. %						14.7	16.1	17.7	19.0	15.7	15.0	14.3	14.1	12.5	12.0	12.1	11.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,100 11.9		16,200 7.3		16,130 19.0							
	CBS TV						E/R (SD)		LAROUCHE FOR PRESIDENT		CBS TUESDAY NIGHT MOVIES THE CONBOY AND THE BALLERINA (9:00-10:55PM) (S)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)						8,830 10.4		5,010 5.9		10,270 12.1	11.2*		12.1*		12.6*		12.4*
	SHARE OF AUDIENCE %						16		9		19	17 *		18 *		21 *		21 *
W E E K 2	AVG. AUD. BY ¼ HR. %						11.0	9.8	6.1	5.7	10.8	11.6	12.0	12.2	12.7	12.5	12.4	12.2
	TOTAL AUDIENCE (Households (000) & %)						25,810 30.4				22,580 26.6				20,210 23.8			
	NBC TV						A TEAM (SD)				RIPTIDE (SD)				REMINGTON STEELE			
	AVERAGE AUDIENCE (Households (000) & %)						20,800 24.5	23.1*		25.8*	19,020 22.4	22.2*		22.6*	16,560 19.5	19.7*		19.3*
W E E K 2	SHARE OF AUDIENCE %						37	35 *		38 *	34	33 *		34 *	33	32 *		33 *
	AVG. AUD. BY ¼ HR. %						22.1	24.1	25.8	25.9	22.2	22.3	22.6	22.6	20.0	19.4	19.3	19.4
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	54.6	56.3	56.5	58.9	61.1	63.1	64.0	65.0	63.5	63.8	63.6	63.0	60.8	59.1	57.4	55.6
		WK 2	56.8	58.8	59.9	62.6	64.8	65.9	67.3	68.2	66.9	66.6	66.5	65.7	61.9	60.2	59.0	56.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. TUE. OCT. 23, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT 17, 1984

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		21,730 25.6	FALL GUY (SD)		25,980 30.6	DYNASTY (SD)		22,330 26.3	HOTEL	
	ABC TV	{		16,300 19.2	17.6*	20.4*	22,160 26.1	25.3*	27.0*	19,100 22.5	22.6*	22.4*
	AVERAGE AUDIENCE (Households (000) & %)	{		31	29*	11*	40	39*	42*	38	37*	39*
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR.	{		16.6	18.6	20.0	24.8	25.8	27.1	22.8	22.3	22.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		12,480 14.7	CHARLES IN CHARGE		9,680 11.4	DREAMS (SUB-SD)		CBS WEDNESDAY NIGHT MOVIE HAIROBI AFFAIR (SD)		
	CBS TV	{		10,020 11.8	9.4	7,980 9.4	10,360 12.2	11.8*	12.3*	12.2*	12.2*	12.4*
	AVERAGE AUDIENCE (Households (000) & %)	{		19	15	15	20	18*	19*	20*	20*	21*
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR.	{		11.7	11.9	9.7	11.7	11.9	12.3	12.3	12.2	12.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		18,340 21.6	HIGHWAY TO HEAVEN (SD)		14,690 17.3	FACTS OF LIFE		13,240 15.6	IT'S YOUR MOVE	
	NBC TV	{		13,670 16.1	15.4*	16.7*	12,740 15.0	13.3	11,290 13.3	13,920 16.4	12.9*	12.5*
	AVERAGE AUDIENCE (Households (000) & %)	{		26	25*	26*	23	21	21	21	21*	22*
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR.	{		15.1	15.8	16.4	14.6	15.4	13.3	13.3	12.9	12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		23,010 27.1	FALL GUY (SD)		25,980 30.6	DYNASTY (SD)		20,800 24.5	HOTEL	
	ABC TV	{		17,150 20.2	19.1*	21.2*	22,330 26.3	25.4*	27.1*	17,230 20.3	20.9*	19.8*
	AVERAGE AUDIENCE (Households (000) & %)	{		31	30*	32*	39	38*	41*	34	34*	34*
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR.	{		18.5	19.7	20.4	25.0	25.9	27.0	21.5	20.2	19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		12,400 14.6	CHARLES IN CHARGE		9,850 11.6	DREAMS (SUB-SD)		CBS WEDNESDAY NIGHT MOVIE WITH INTENT TO KILL (SD)		
	CBS TV	{		10,440 12.3	9.9	8,410 9.9	10,020 11.8	10.4*	11.4*	12.6*	12.6*	12.9*
	AVERAGE AUDIENCE (Households (000) & %)	{		19	15	15	19	15*	17*	21*	21*	22*
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR.	{		12.2	12.3	10.2	10.1	10.7	11.4	11.5	12.6	12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		19,270 22.7	HIGHWAY TO HEAVEN (SD)		16,980 20.0	FACTS OF LIFE		15,450 18.2	IT'S YOUR MOVE (SD)	
	NBC TV	{		14,690 17.3	16.6*	17.9*	14,770 17.4	15.8	13,410 15.8	14,940 17.6	14.5*	13.8*
	AVERAGE AUDIENCE (Households (000) & %)	{		27	26*	27*	26	24	24	24	24*	24*
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR.	{		16.2	17.1	18.0	17.2	17.6	16.1	15.5	14.6	14.1

TV HOUSEHOLDS USING TV	WK. 1	55.0	56.4	56.9	58.9	59.8	61.6	62.5	64.2	65.1	65.8	65.1	64.1	61.0	59.8	58.5	57.6
(See Def. 1)	WK. 2	58.1	59.1	59.9	61.5	63.6	64.7	64.9	66.5	66.9	67.9	67.6	66.0	62.4	60.4	58.9	56.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE.WED. OCT.24, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT 18, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	20,040 23.6												15,030 17.7				
	ABC TV	ABC THURSDAY NIGHT MOVIE GREASE(R) (SD)												20/20				
	AVERAGE AUDIENCE (Households (000) & %)	10,950 12.9	11.4*			12.1*				13.7*			14.4*	11,720 13.8	14.1*		13.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	20 11.4	18* 11.3			18* 12.4				21* 13.3			22* 14.1	23 14.6	23* 14.2	13.9	23* 13.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	21,900 25.8						22,410 26.4						19,950 23.5				
	CBS TV	MAGNUM, P. I. (SD)						SIMON & SIMON (SD)						KNOTS LANDING				
	AVERAGE AUDIENCE (Households (000) & %)	17,230 20.3	18.8*			21.9*		18,000 21.2	20.6*			21.8*		16,730 19.7	19.8*		19.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	32 17.8	30* 19.7			33* 22.1		32 20.5	31* 20.6			33* 21.8		33 19.8	32* 19.8	19.9	33* 19.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	20,550 24.2				18,170 21.4				17,320 20.4				14,860 17.5				
	NBC TV	BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS				NIGHT COURT (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	18,080 21.3				16,390 19.3		15,790 18.6		13,750 16.2				14,180 16.7	16.6*		16.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	34 20.6				29 21.9		28 18.6		25 16.2				28 16.5	27* 16.7	17.1	29* 16.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	18,050 18.9												15,030 17.7				
	ABC TV	ABC THURSDAY NIGHT MOVIE THE JERK (R)(SD)												20/20 (10:00-10:58PM (S)(SD))				
	AVERAGE AUDIENCE (Households (000) & %)	8,740 10.3	9.5*			10.4*				10.8*			10.6*	11,890 14.0	14.1*		13.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	16 9.6	15* 9.4			16* 10.2				16* 10.7			16* 10.9	23 13.7	22* 14.5	14.0	23* 13.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	23,090 27.2						25,390 29.9						20,630 24.3				
	CBS TV	MAGNUM, P. I. (SD)						SIMON & SIMON (SD)						KNOTS LANDING (10:00-10:55PM (S)(SD))				
	AVERAGE AUDIENCE (Households (000) & %)	18,850 22.2	20.8*			23.7*		20,550 24.2	23.2*			25.2*		17,400 20.5	20.6*		20.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	34 20.1	33* 21.5			36* 23.2		37 23.0	35* 23.4			38* 24.9		33 20.6	33* 20.6	20.8	34* 19.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	20,890 24.6				19,440 22.9				18,680 22.0				16,390 19.3				
	NBC TV	BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS				NIGHT COURT (9:30-9:53PM (S)(SD))				
	AVERAGE AUDIENCE (Households (000) & %)	18,420 21.7				17,490 20.6		16,900 19.9		15,370 18.1				16,220 19.1	19.0*		19.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	34 21.0				31 22.3		30 20.6		27 19.8				31 18.7	30* 19.3	19.2	32* 19.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	54.7	56.4	57.0	59.0	62.1	64.4	65.0	66.1	66.1	66.4	66.4	65.3	62.0	61.9	60.4	57.5
		WK. 2	56.2	58.3	58.7	60.5	63.2	64.0	65.0	66.1	66.1	66.6	66.3	65.6	63.5	62.9	61.4	58.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. OCT.25, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,090 16.6		14,860 17.5		12,820 15.1				12,480 14.7				
	ABC TV					BENSON		WEBSTER (SD)				HAWAIIAN HEAT (SD)					MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)					12,480 14.7		13,580 16.0		9,420 11.1	11.1*		11.1*	10,100 11.9	11.8*		12.0*	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %					26 14.1	15.4	27 15.7	16.4	18 11.5	18* 10.7	11.1	18* 11.1	20 11.5	20* 12.1	12.0	21* 12.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,430 17.0				24,200 28.5				20,040 23.6				
	CBS TV							DUKES OF HAZZARD (SUS-SD)				DALLAS (SD)					FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)					10,700 12.6	11.5*		13.8*	20,890 24.6	23.8*		25.4*	16,470 19.4	19.8*		19.0*	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %					22 11.2	21* 11.8		24* 14.6	40 23.0	39* 24.6	25.6	41* 25.2	33 20.3	33* 19.3	19.3	33* 18.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,020 22.4								13,840 16.3				
	NBC TV																MIAMI VICE	
	AVERAGE AUDIENCE (Households (000) & %)					11,380 13.4	13.1*		13.1*		13.4*		14.1*	11,460 13.5	13.8*		13.1*	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %					23 13.1	24* 13.1	13.0	22* 13.3		22* 13.1	13.8	23* 14.6	23 13.7	23* 13.9	13.5	23* 12.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,520 17.1		15,280 18.0		12,230 14.4				13,750 16.2				
	ABC TV					BENSON		WEBSTER (SD)				HAWAIIAN HEAT (SD)					MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)					12,400 14.6		13,410 15.8		9,000 10.6	10.7*		10.4*	10,780 12.7	12.5*		13.0*	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %					25 14.0		26 15.2	16.0	17 10.8	18* 10.7	10.3	17* 10.6	22 12.2	21* 12.8	12.9	23* 13.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,710 18.5		13,410 15.8		25,300 29.8				19,950 23.5				
	CBS TV							GARFIELD IN THE ROUGH				DALLAS (SD)					FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)					13,070 15.4		12,400 14.6		21,990 25.9	25.3*		26.4*	16,900 19.9	20.3*		19.5*	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %					27 15.2		24 15.5	15.4	42 24.5	41* 26.2	26.9	43* 26.0	34 20.7	34* 20.0	19.8	34* 19.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,340 21.8				12,310 14.5				13,410 15.8				
	NBC TV							V (SD)				HUNTER (SD)					MIAMI VICE	
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.6	15.1*		16.0*	9,420 11.1	11.2*		11.1*	10,270 12.1	12.1*		12.0*	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %					26 15.2	26* 15.0		27* 15.8	18 11.5	18* 11.0	11.0	18* 11.1	21 12.1	20* 12.1	12.2	21* 11.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.7	52.0	52.3	53.9	55.1	56.2	57.6	59.4	60.2	61.0	62.1	61.7	59.7	59.2	58.1	57.0
		WK. 2	52.7	54.0	54.4	55.8	57.5	58.7	59.6	61.1	60.9	61.1	61.2	61.2	59.5	59.3	58.4	56.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. FRI. OCT. 26, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT 20, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				14,090 16.6					17,230 20.3					15,790 18.6		
	ABC TV	(1)					T J HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES			
	AVERAGE AUDIENCE (Households (000) & %)					10,870 12.8	11.9*			13,750 16.2	15.4*			17,0* 14.1	14.1*		14.1*	
	SHARE OF AUDIENCE %	9.9*				23	22 *			28	27 *			29 *	25	25 *	26 *	
W E E K 2	AVG. AUD. BY 1/4 HR.	9.6				11.4	12.4	13.7	13.5	15.0	15.9	16.7	17.4	14.6	13.6	14.0	14.2	
	TOTAL AUDIENCE (Households (000) & %)	{				12,140 14.3					14,690 17.3					17,830 21.0		
	CBS TV	(2)					AIRWOLF (SD)				MIKE HAMMER (SD)				COVER-UP			
	AVERAGE AUDIENCE (Households (000) & %)					9,590 11.3	10.9*			11,290 13.3	13.1*			13,410 15.8	15.3*		16.3*	
W E E K 1	SHARE OF AUDIENCE %					20	20 *			23	23 *			29	27 *		30 *	
	AVG. AUD. BY 1/4 HR.	6.1				10.7	11.2	11.7	11.7	12.8	13.5	13.3	13.8	15.4	15.2	16.0	16.6	
	TOTAL AUDIENCE (Households (000) & %)	{				13,580 16.0					13,070 15.4					9,680 11.4		
	NBC TV						DIFF'RENT STROKES-SAT.				GIMME A BREAK (SD)				PARTNERS IN CRIME (SD)			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)					11,290 13.3				11,970 14.1				9,850 11.6	11.6*		8.6*	
	SHARE OF AUDIENCE %					24				25				20	20 *		16 *	
	AVG. AUD. BY 1/4 HR.					12.4	14.1	13.8	14.4	11.7	11.5	11.7	11.6	9.1	8.7	8.7	8.5	
	TOTAL AUDIENCE (Households (000) & %)	{				13,670 16.1					16,730 19.7					14,350 16.9		
W E E K 1	ABC TV						T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES			
	AVERAGE AUDIENCE (Households (000) & %)					10,440 12.3	11.7*			13,240 15.6	14.8*			11,890 14.0	14.1*		13.8*	
	SHARE OF AUDIENCE %					22	22 *			27	26 *			26	26 *		26 *	
	AVG. AUD. BY 1/4 HR.					11.3	12.0	12.8	13.2	14.2	15.4	16.3	16.6	14.1	14.2	14.0	13.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				13,160 15.5					12,570 14.8					14,940 17.6		
	CBS TV						AIRWOLF (SD)				MIKE HAMMER (SD)				COVER-UP			
	AVERAGE AUDIENCE (Households (000) & %)					9,760 11.5	11.0*			10,360 12.2	12.0*			11,630 13.7	13.6*		13.9*	
	SHARE OF AUDIENCE %					21	20 *			21	21 *			26	25 *		26 *	
W E E K 1	AVG. AUD. BY 1/4 HR.					10.7	11.3	12.0	12.1	11.5	12.5	12.4	12.4	13.5	13.8	14.0	13.7	
	TOTAL AUDIENCE (Households (000) & %)	{				13,240 15.8					13,670 16.1					10,270 12.1		
	NBC TV						DIFF'RENT STROKES-SAT.				GIMME A BREAK (SD)				PARTNERS IN CRIME			
	AVERAGE AUDIENCE (Households (000) & %)					11,120 13.1				12,230 14.4				9,170 10.8	11.1*		9.1*	
W E E K 2	SHARE OF AUDIENCE %					24				26				19	20 *		17 *	
	AVG. AUD. BY 1/4 HR.					12.5	13.7	14.6	14.3	11.4	10.9	10.5	10.3	9.0	9.0	9.0	9.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.9	50.8	51.0	52.8	54.1	55.8	56.9	57.4	57.4	57.8	58.5	58.1	56.3	55.3	55.2	54.6
		WK. 2	48.1	50.2	50.7	52.1	53.3	54.9	56.4	56.5	56.0	56.7	57.5	57.4	55.1	54.3	53.3	51.7

U.S. TV Households: 84,900,000

(1) CFA COLLEGE FOOTBALL GAME, VARIOUS TEAMS AND TIMES, ABC, MULTI-SEGMENT TELECAST

A-13 (2) CBS COLLEGE FOOTBALL GM 2, UCLA VS CALIFORNIA BERKLEY, CBS, (3:30-7:02PM)

For explanation of symbols, See page A.

EVE.SAT. OCT. 27, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,820
(Households (000) & %) { 4.5

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 3,740
(Households (000) & %) { 4.4
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.4

W

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E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 12,230
(Households (000) & %) { 14.4

NBC TV

SATURDAY NIGHT
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE { 6,960
(Households (000) & %) { 8.2 9.5* 8.4* 5.9*
SHARE OF AUDIENCE % 23 23* 24* 21*
AVG. AUD. BY ¼ HR. % 9.5 9.5 9.1 7.7 6.1 5.3

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 3,910
(Households (000) & %) { 4.6
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 4.6

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 11,120
(Households (000) & %) { 13.1

NBC TV

SATURDAY NIGHT
(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)

AVERAGE AUDIENCE { 5,940
(Households (000) & %) { 7.0 7.7* 7.0* 5.9*
SHARE OF AUDIENCE % 20 19* 20* 20*
AVG. AUD. BY ¼ HR. % 8.0 7.4 7.3 6.6 5.9 5.9

TV HOUSEHOLDS USING TV WK. 1	49.4	46.7	42.4	40.3	36.6	32.3	29.1	26.3	23.4	21.1	18.8	17.2	14.8	13.1	11.9	10.8
(See Def. 1) WK. 2	48.4	45.6	41.4	38.9	35.5	33.6	30.0	27.3	24.7	22.3	19.4	17.5	15.7	14.3	13.8	12.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 21, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,570 14.8		RIPLEY'S BELIEVE IT-NOT		PRESIDENTIAL DEBATE-ABC (SUS)(SUS-OP)		28,190 33.2		ABC NFL FOOTBALL SPECIAL NEW OR. EANS VS DAL LAS (9:42-11:17AM)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,980 9.4		7.6*		11.2*		12,990 15.3		16.6*		18.6*		18.4		18.7			
	SHARE OF AUDIENCE %	{ 16 16		13 *		19 *		31 31		25 *		29 *		18.9		30 *			
	AVG. AUD. BY ¼ HR. %	{ 7.2 7.2		8.0		10.8		11.7 13.9		17.2		18.4		18.9		18.1			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 25,550 30.1		60 MINUTES		PRESIDENTIAL DEBATE-CBS (SUS)(SUS-OP) (SD)		17,660 20.8		JEFFERSONS (9:46-10:16PM) (SD)(-OP)		17,740 20.9		TRAPPER JOHN, M.D. (10:16-11:16PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 18,170 21.4		20.0*		22.9*		14,690 17.3		16.0		13,580 16.0		15.8*		15.7			
	SHARE OF AUDIENCE %	{ 35 35		34 *		37 *		26 26		18.3		26		15.7		26 *			
	AVG. AUD. BY ¼ HR. %	{ 19.2 19.2		20.8		23.2		22.6 16.2		18.3		15.7		15.7		15.9			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,190 12.0		(1) PUNKY BREWSTER		PRESIDENTIAL DEBATE-NBC (SUS)(SUS-OP)		25,390 29.9		NBC SUNDAY NIGHT MOVIE HIS MISTRESS (9:42-11:42PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 18,170 21.4		20.0*		22.9*		14,690 17.3		16.0		13,580 16.0		15.8*		15.7			
	SHARE OF AUDIENCE %	{ 35 35		34 *		37 *		26 26		18.3		26		15.7		26 *			
	AVG. AUD. BY ¼ HR. %	{ 19.2 19.2		20.8		23.2		22.6 16.2		18.3		15.7		15.7		15.9			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 15,450 18.2		RIPLEY'S BELIEVE IT-NOT		16,470 19.4		HARDCASTLE & MCCORMICK (SD)		22,750 26.8		ABC SUNDAY NIGHT MOVIE MEI GOLD (9:00-10:56PM) (S)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,360 12.2		11.2*		13.3*		15.3		14.6*		16.0*		18.3		18.7*			
	SHARE OF AUDIENCE %	{ 19 19		18 *		20 *		23		22 *		24 *		30		28 *			
	AVG. AUD. BY ¼ HR. %	{ 10.5 10.5		11.8		12.9		13.7		13.9		15.3		16.3		15.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 27,000 31.8		(2) 60 MINUTES (-OP) (7:22-8:22PM) (OP)(-OP)		21,730 25.6		MURDER, SHE WROTE (8:22-9:22PM) (OP)(-OP)(SD)		16,640 19.6		JEFFERSONS (9:22-9:52PM) (OP)(-OP)		14,010 16.5		ALICE (9:52-10:22PM) (OP)(-OP)(SD)		15,030 17.7	
	AVERAGE AUDIENCE (Households (000) & %)	{ 20,040 23.6		23.6*		19.5		16,560 19.5		18.9*		17.1		14,520 17.1		14.6		12,400 14.6	
	SHARE OF AUDIENCE %	{ 38 38		36 *		29		28 *		26		24		24		27		27 *	
	AVG. AUD. BY ¼ HR. %	{ 19.4 19.4		22.2		25.0		25.6		19.5		18.7		19.2		20.7		16.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,410 9.9		SILVER SPOONS(B)		8,410 9.9		PUNKY BREWSTER(B)		17,320 20.4		KNIGHT RIDER (SD)		18,250 21.5		NBC SUNDAY NIGHT MOVIE THE CITY KILLER (9:00-10:55PM) (S)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,900 8.2		7,300 8.6		14,090 16.6		15.6*		17.5*		12,650 14.9		14.7*		15.2*		15.0*	
	SHARE OF AUDIENCE %	{ 13 13		13		25		23 *		26 *		24		22 *		24 *		25 *	
	AVG. AUD. BY ¼ HR. %	{ 7.6 7.6		8.9		8.4		8.9		14.7		16.5		17.5		17.6		14.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	58.2	60.9	61.5	64.0	67.1	68.9	70.3	71.0	71.8	71.6	70.3	66.1	63.8	61.1	59.2	57.0	
		WK. 2	62.6	63.9	64.5	66.0	66.7	67.2	67.0	66.9	66.2	65.8	64.6	63.3	61.1	58.1	55.4	50.6	

U.S. TV Households: 84,900,000

(1) NFL FOOTBALL GAME 2-NBC, KANSAS CITY VS NY JETS & LA RAIDERS VS SAN DIEGO, NBC, MULTI-SEGMENT

A-17(2) CBS NFL FOOTBALL GAME 2, CBS, WASHINGTON VS NY GIANTS & SAN FRANCISCO VS LA RAMS, CBS, MULTI-SEGMENT

For explanation of symbols, See page A

EVE. SUN. OCT. 28, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 21, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	<div>ABC NFL FOOTBALL SPECIAL NEW ORLEANS VS DALLAS (9:42-1:17AM) (SO)</div>															1,870 2.2 ABC WEEKEND REPORT-SUN. (1:48-2:01AM)
	ABC TV																1,700
	AVERAGE AUDIENCE (Households (000) & %)		16.4*		14.4*		13.2*		11.6*		11.8*						2.0
	SHARE OF AUDIENCE %		28 *		30 *		35 *		37 *		43 *						14
	AVG. AUD. BY ¼ HR. %	17.5	15.2	14.2	14.7	14.1	12.4	11.5	11.8	11.9	10.9				2.1	1.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,840 5.7														
	CBS TV		TRAPPER JOHN, M.D. (10:15-11:16PM) (-OP)		CBS SUNDAY NEWS-OSGOOD (11:16-11:31PM) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)		4,500														
	SHARE OF AUDIENCE %		5.3														
	AVG. AUD. BY ¼ HR. %	17.0	5.4		4.6												
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					1,610 1.9											
	NBC TV				NBC SUNDAY NIGHT MOVIE HIS MISTRESS (9:12-11:42PM)												
	AVERAGE AUDIENCE (Households (000) & %)					1,190											
	SHARE OF AUDIENCE %					1.4											
	AVG. AUD. BY ¼ HR. %	18.7	19.1	18.2		5	1.9	1.5	1.2								
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					3,140 3.7											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					3,060											
	SHARE OF AUDIENCE %					3.6											
	AVG. AUD. BY ¼ HR. %					11											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		4,670 5.5														
	CBS TV		TRAPPER JOHN, M.D. (10:22-11:18PM) (S)(SO)		CBS SUNDAY NEWS-OSGOOD (11:22-11:37PM)												
	AVERAGE AUDIENCE (Households (000) & %)		4,410														
	SHARE OF AUDIENCE %		5.2														
	AVG. AUD. BY ¼ HR. %	14.8	5.2		5.1												
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					1,270 1.5											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					1,190											
	SHARE OF AUDIENCE %					1.4											
	AVG. AUD. BY ¼ HR. %					5	1.6	1.3									

TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	54.0	49.3	43.4	36.8	31.2	27.0	24.4	22.0	19.6	16.7	13.4	12.1	10.4	9.3	8.4	7.3
	WK 2	44.0	37.8	31.8	27.5	22.9	21.1	18.5	16.5	14.5	12.5	10.7	9.4	8.7	7.9	7.2	6.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE. SUN. OCT. 28, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT 15-19, 1984

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,840
5.7
GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)
5,350
6.3
GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (SYSD)

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,650
4.3
CBS MORNING NEWS 1
3,480
4.1
CBS MORNING NEWS 2

4,750
5.6
\$25,000 PYRAMID
4,410
5.2
PRESS YOUR LUCK

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,580
5.4
TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)
4,580
5.4
TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)

3,310
3.9
FACTS OF LIFE M-F
3,570
4.2
SALE OF THE CENTURY

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,840
5.7
GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)
5,260
6.2
GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (SYSD)

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,400
4.0
CBS MORNING NEWS 1
3,650
4.3
CBS MORNING NEWS 2

4,920
5.8
\$25,000 PYRAMID
4,670
5.5
PRESS YOUR LUCK

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,410
5.2
TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)
4,580
5.4
TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)

3,820
4.5
FACTS OF LIFE M-F
4,330
5.1
SALE OF THE CENTURY

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

17.1	14.9	14.6	18.0	18.9	19.9	20.7	20.6	20.4	21.0	21.3	21.2	21.2	21.9	21.7	21.9
12.1	14.6	16.5	17.8	18.7	20.0	20.3	20.4	20.7	21.6	21.9	22.3	23.3	24.0	23.6	23.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. OCT.22-26, 1984

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 15-19, 1984

		TIME															
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,630 3.1		{ 2,890 3.4		{ 3,650 4.3		{ 4,250 5.0		{ 9,420 11.1		{ 8,570 10.1					
	ABC TV	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,210 2.6		{ 2,290 2.7		{ 3,060 3.6		{ 3,650 4.3		{ 7,390 8.7		{ 6,710 7.9					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 2.7		{ 12 2.6		{ 15 2.7		{ 16 2.8		{ 29 3.5		{ 28 3.7		{ 31 4.0		{ 28 4.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,710 7.9		{ 7,980 9.4		{ 9,250 10.9		{ 8,070 9.5		{ 5,260 6.2							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,690 6.7		{ 6,960 8.2		{ 7,220 8.5		{ 6,280 7.4		{ 4,840 5.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 30 6.4		{ 36 8.0		{ 32 8.1		{ 25 7.2		{ 21 5.7		{ 27 7.6		{ 24 5.7			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,450 7.6		{ 5,260 6.2		{ 2,290 2.7		{ 2,890 3.4		{ 6,880 8.1		{ 5,600 6.6					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,600 6.6		{ 4,580 5.4		{ 1,950 2.3		{ 2,380 2.8		{ 5,260 6.2		{ 4,410 5.2					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 30 6.5		{ 23 5.3		{ 9 2.3		{ 11 2.3		{ 21 5.7		{ 19 5.1		{ 18 5.2		{ 19 5.0	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 2,890 3.4		{ 2,970 3.5		{ 3,480 4.1		{ 4,160 4.9		{ 8,910 10.5		{ 7,980 9.4					
	ABC TV	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,630 3.1		{ 2,460 2.9		{ 2,890 3.4		{ 3,570 4.2		{ 6,960 8.2		{ 6,370 7.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 3.0		{ 12 2.8		{ 13 3.2		{ 15 3.6		{ 27 7.2		{ 26 7.4		{ 25 7.3		{ 27 7.6	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,130 8.4		{ 8,830 10.4		{ 9,680 11.4		{ 8,070 9.5		{ 5,860 6.9							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS (5XSD)		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 7.2		{ 7,560 8.9		{ 7,470 8.8		{ 6,450 7.6		{ 5,260 6.2							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 30 6.8		{ 36 8.7		{ 32 8.6		{ 25 7.3		{ 22 6.1		{ 26 7.8		{ 24 7.6		{ 22 6.1	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,980 7.1		{ 5,260 6.2		{ 2,800 3.3		{ 3,210 3.8		{ 6,790 8.0		{ 5,690 6.7					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,110 6.1		{ 4,580 5.4		{ 2,380 2.8		{ 2,720 3.2		{ 5,430 6.4		{ 4,670 5.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 28 6.8		{ 22 5.4		{ 11 2.7		{ 12 2.8		{ 21 5.9		{ 19 5.6		{ 19 5.6		{ 19 5.5	
TV HOUSEHOLDS USING TV		WK 1	24.8	22.6	23.0	23.7	24.8	26.0	26.4	27.6	28.9	29.7	29.4	29.3	28.6	28.7	27.4
(See Def. 1)		WK 2	24.1	24.1	24.7	25.3	26.4	27.3	27.8	28.5	29.4	30.5	30.1	30.2	29.2	29.3	28.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. OCT. 22-26, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON. FRI. OCT. 15-19, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,760 11.5					{ 2,720 3.2					{ 10,530 12.4						
	ABC TV		GENERAL HOSPITAL (S)(SD)				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT								
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,900 9.3	9.1*		9.4*		{ 2,380 2.8			{ 9,080 10.7								
	SHARE OF AUDIENCE %		{ 31 31 *	31 *		31 *		{ 9 9			{ 21 21								
	AVG. AUD. BY ¼ HR. %		{ 9.0 9.3	9.3		9.4		{ 2.8 2.7	2.7		{ 10.6 10.8								
W E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,980 9.4					{ 2,890 3.4					{ 12,060 14.2						
	CBS TV		GUIDING LIGHT (SD)				BODY LANGUAGE (S)(OP)				CBS EVENING NEWS-RATHER								
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,280 7.4	7.1*		7.7*		{ 2,460 2.9			{ 10,440 12.3								
	SHARE OF AUDIENCE %		{ 25 25 *	25 *		25 *		{ 9 9	3.0		{ 23 23				12.5				
	AVG. AUD. BY ¼ HR. %		{ 6.9 7.2	7.2		7.8		{ 2.9 2.9	3.0		{ 12.1 12.5								
W E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 3,570 4.2									{ 9,850 11.6							
	NBC TV		SANTA BARBARA								NBC NIGHTLY NEWS								
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,550 3.0	3.0*		3.0*						{ 8,660 10.2							
	SHARE OF AUDIENCE %		{ 10 10 *	10 *		10 *						{ 20 20				10.4			
	AVG. AUD. BY ¼ HR. %		{ 3.1 2.9	2.9		3.1						{ 9.9 10.4							
W E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 10,100 11.9					{ 2,550 3.0					{ 10,950 12.9						
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT (S)(OP)				ABC WORLD NEWS TONIGHT								
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,070 9.5	9.2*		9.8*		{ 2,210 2.6			{ 9,250 10.9								
	SHARE OF AUDIENCE %		{ 31 31 *	30 *		31 *		{ 8 8	2.4		{ 20 20				11.1				
	AVG. AUD. BY ¼ HR. %		{ 8.9 9.4	9.4		9.8		{ 2.8 2.8	2.4		{ 10.7 11.1								
W E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 7,980 9.4					{ 2,970 3.5					{ 12,400 14.6						
	CBS TV		GUIDING LIGHT (S)(SD)				BODY LANGUAGE				CBS EVENING NEWS-RATHER								
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,450 7.6	7.5*		7.7*		{ 2,460 2.9			{ 10,870 12.8								
	SHARE OF AUDIENCE %		{ 25 25 *	25 *		24 *		{ 9 9	3.0		{ 23 23				12.9				
	AVG. AUD. BY ¼ HR. %		{ 7.6 7.6	7.6		7.7		{ 2.9 2.9	3.0		{ 12.7 12.9								
W E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 3,570 4.3									{ 10,190 12.0							
	NBC TV		SANTA BARBARA				(S)(OP)				NBC NIGHTLY NEWS								
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,550 3.0	3.0*		3.0*						{ 8,740 10.3							
	SHARE OF AUDIENCE %		{ 10 10 *	10 *		9 *						{ 19 19				10.4			
	AVG. AUD. BY ¼ HR. %		{ 3.2 2.9	2.9		3.0						{ 10.3 10.4							
TV HOUSEHOLDS USING TV WK 1																			
(See Def. 1) WK 2																			
U.S. TV Households: 84,900,000																			

For explanation of symbols, See page A

DAY MON.-FRI. OCT. 22-26, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 20, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT. OCT. 27, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 20 1984

W
E
E
K
1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	4
TOTAL AUDIENCE (Households (000) & %)	{ 5,690 8.7		5,690 6.7		6,370 7.5		6,030 7.1									
ABC TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 5.6		4,920 5.8		5,010 5.9		3,740 4.4									
SHARE OF AUDIENCE %	21		21		20		14									
AVG. AUD. BY ¼ HR. %	5.6	5.5	5.6	6.1	5.7	6.0	4.3	4.3	4.5							
TOTAL AUDIENCE (Households (000) & %)	{ 4,920 5.8		4,160 4.9		10,610 12.5											
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 3,740 4.4		3,140 3.7		3,650 4.3	2.7*		3.5*		3.9*		4.2*		5.4*		5.1*
SHARE OF AUDIENCE %	15		13		14	9 *		12 *		13 *		14 *		17 *		16 *
AVG. AUD. BY ¼ HR. %	4.3	4.5	3.9	3.6	2.5	2.9	3.2	3.8	4.0	3.8	3.9	4.5	5.3	5.5	5.1	5.1
TOTAL AUDIENCE (Households (000) & %)	{ 6,030 7.1		5,860 6.9		4,500 5.3		4,250 5.0									
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 5,180 6.1		4,750 5.6		3,570 4.2		3,310 3.9									
SHARE OF AUDIENCE %	22		21		14		13									
AVG. AUD. BY ¼ HR. %	6.6	5.5	5.4	5.8	4.3	4.0	3.7	4.1								

W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)	{ 5,260 6.2		6,110 7.2		5,260 6.2		5,430 6.4									
ABC TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 4,160 4.9		5,180 6.1		4,250 5.0		3,230 3.8									
SHARE OF AUDIENCE %	18		21		16		12									
AVG. AUD. BY ¼ HR. %	4.9	4.9	5.9	6.3	5.0	5.1	3.7	3.9	3.8	3.7						
TOTAL AUDIENCE (Households (000) & %)	{ 5,090 6.0		3,910 4.6		13,070 15.4											
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 4,160 4.9		3,060 3.6		4,750 5.6	3.2*		4.4*		5.3*		5.9*		6.1*		
SHARE OF AUDIENCE %	17		13		17	10 *		13 *		16 *		18 *		18 *		
AVG. AUD. BY ¼ HR. %	4.7	5.1	3.4	3.8	3.0	3.4	4.4	4.5	5.2	5.3	5.6	5.3	5.7	6.0	6.0	6.2
TOTAL AUDIENCE (Households (000) & %)	{ 7,150 8.7		6,450 7.6		5,690 6.7		4,160 4.9									
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 7.1		5,520 6.5		4,670 5.5		3,310 3.9									
SHARE OF AUDIENCE %	25		23		18		12									
AVG. AUD. BY ¼ HR. %	7.7	6.8	8.4	6.6	5.3	5.6	4.0	3.8								

TV HOUSEHOLDS USING TV WK 1	27.7	27.3	27.3	28.3	29.0	30.3	30.4	30.6	30.6	32.1	31.7	31.2	32.1	32.7	32.8	33
(See Def. 1) WK. 2	28.3	28.1	28.1	29.4	30.0	31.2	31.1	31.5	31.2	31.5	32.0	32.1	32.0	31.8	31.8	32.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT. OCT. 27, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT OCT 20, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				17,830 21.0													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				6,370 7.5		5.8*		6.6*		7.0*		7.2*		7.7*		8.0*	8.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				20 5.3		17*		19*		20*		20*		20*		19*	18*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,160 4.9	13,930 15.7													
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			4,080 4.8	4,160 4.9		4.5*		4.8*		4.9*		5.3*		5.1*		5.0*	5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			15 5.3	13 4.8		13*		14*		14*		15*		13*		12*	11*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			8,110 7.2					8,150 9.6								10,190 12.0	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,060 3.6	3.3*		3.6*		4.0*		3.7*		4.7*		5.2*		8,150 9.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 3.3	10*		11*		12*		10*		13*		14*		21	9.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			2,120 2.5	16,730 19.7													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			1,530 1.8	7,220 8.5		5.5*		7.2*		8.3*		9.2*		9.5*		10.5*	9.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			5 1.9	23 4.4		17*		22*		24*		23*		25*		25*	21*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)				8,410 9.9												6,620 7.8	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)				2,970 3.5		3.7*		3.6*		3.3*		3.4*		3.4*		5,430 6.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 6.7		10		11*		10*		10*		9*		14	6.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			6,030 7.1					7,390 8.7								9,340 11.0	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,480 4.1	3.5*		4.1*		4.8*		3.8*		4.4*		5.1*		7,810 9.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 3.1	11*		12*		14*		11*		12*		14*		20	9.6
TV HOUSEHOLDS USING TV		WK 1	33.0	33.0	33.0	33.0	34.9	34.9	35.6	36.8	37.8	38.6	39.8	41.1	43.5	45.2	46.3	47.7
(See Def. 1)		WK 2	33.0	33.0	34.6	34.4	34.2	35.0	35.2	36.0	37.1	37.5	38.5	40.5	43.2	46.1	47.3	47.5

U.S. TV Households 84,900,000

(1) CFA COLLEGE FOOTBALL, MI VS IA, BS, (12:06-3:18P) (2) CBS COLLEGE FOOTBALL POST, CBS, (3:18-3:30PM)

A-31 (3) CBS COLLEGE FOOTBALL, UCLA VS CALIFORNIA BERKELEY, CBS, (3:30-7:02PM) (4) PBA FALL TOUR, (3:00-4:35PM) (5) SPORTSWORLD-SAT, (4:35-8:00PM) (6) NBC NIGHTLY NEWS-SAT.

For explanation of symbols See page A

DAY SAT. OCT. 27, 1984

DAY SUN. OCT. 28, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 21, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,840 5.7 THIS WEEK-DAVID BRINKLEY → DIRECTIONS (60S)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,230															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.8 3.6* 4.1* 12 11* 12* 3.4 3.7 4.0 4.2															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	7,560 25,220 8.9 29.7 CBS NFL TODAY (12:30-12:58PM) (OP) → CBS NFL FOOTBALL GAME 1 (VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST) (OP)															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,030 11,720 7.1 13.8 10.7* 13.3* 13.6* 13.8* 20 33 28* 33* 33* 34*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.6 8.5 10.2 11.1 12.8 13.9 14.0 13.3 13.4 14.2															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	4,330 6,620 18,590 5.1 7.8 21.9 MEET THE PRESS NFL '84-NBC → NFL FOOTBALL GAME 1-NBC (VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST)															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,140 4,920 8,660 3.7 5.8 10.2 9.3* 10.3* 10.3* 9.7* 12 17 25 24* 25* 25* 24*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.7 3.6 5.2 6.5 8.7 10.1 10.5 10.2 10.4 10.4 10.1 9.3															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	3,230 3.8 NEW YORK CITY MARATHON (10:30-1:30PM) → THIS WK-DAVID BRINKLEY SP															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,870 2.2 2.2* 2.2* 2.2* 5 5* 5* 5*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.6* 4.6* 5.0* 6.9* 5.4* 1.870 2.2 2.2* 2.2* 11* 14* 15* 19* 14* 5 5* 5*															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	7,050 30,140 8.3 35.5 CBS NFL TODAY (12:30-12:58PM) (OP) → CBS NFL FOOTBALL GAME 1 (VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST) (OP)															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	5,690 14,860 6.7 17.5 14.7* 17.7* 18.1* 17.6* 19 43 38* 43* 44* 43*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.4 10.2 13.2 15.9 17.2 18.0 18.1 18.0 17.3 17.8															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	4,080 6,200 4.8 7.3 MEET THE PRESS NFL '84-NBC															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,400 4,410 4.0 5.2 12 14 4.0 3.9 4.5 5.5															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK 1						32.4	33.5	35	35.5	39.4	40.6	41.7	42.1	42.0	41.5	41.5	41
(See [ref.]) WK 2						33.3	34	35	35.5	33.3	34.4	41.2	41.5	41.9	42.5	41.7	41

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SUN. OCT. 28, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 21, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

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K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

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2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,790
8.0
ABC WRD NEWS
TONIGHT-SUN

5,430
6.4
12
6.6 6.3

6,450
7.6

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

CBS SPORTS SPECIAL
(OP)

6,960
8.2
CBS EVENING NEWS-
DEAN

2,720

5,260

14.9*	15.5*	15.9*	3.2	3.7*	2.7*	3.2*	6.2	6.9
35 *	35 *	35 *	7	8 *	6 *	7 *	12	
14.6	15.3	15.3	4.3	3.2	2.6	3.3	5.5	6.9

26,830
31.6

NFL FOOTBALL GAME 1-NBC
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

NFL FOOTBALL GAME 2-NBC
KANSAS CITY VS NY JETS
LA RAIDERS VS SAN DIEGO
MULTI-SEGMENT TELECAST (OP)

10.0*	11.1*	13,670	16.7*	16.7*	16.7*	16.6*	15.5*
23 *	25 *	16.1	38 *	37 *	36 *	33 *	30 *
9.9	10.3	11.3	11.0	14.9	16.2	16.8	15.4

9,000
10.6
ABC WRD NEWS
TONIGHT-SUN

7,730
9.1
16
8.7 9.5

21,990
25.9

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

CBS NFL FOOTBALL GAME 2
WASHINGTON VS NY GIANTS
SAN FRANCISCO VS LA RAIDERS
MULTI-SEGMENT TELECAST (OP)

9,930

18.6*	18.8*	13.3*	11.7	11.5*	11.7*	12.3*	11.9*	11.3*
45 *	44 *	30 *	23	26 *	25 *	25 *	22 *	20 *
18.1	18.1	14.1	10.3	11.3	11.8	12.1	11.9	11.3

26,570
31.3

NFL FOOTBALL GAME 1-NBC
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

4,840
5.7
NBC NIGHTLY
NEWS-SUN (8)
(OP)

11,720

13.8	10.5*	12.4*	12.7*	13.5*	14.2*	3,820
27	24 *	28 *	27 *	28 *	27 *	4.5
9.6	11.2	12.2	12.6	12.6	14.2	8

TV HOUSEHOLDS USING TV WK 1
(See Def 1) WK. 2

U.S. TV Households 84,900,000

42.5	41.8	44.2	45.0	44.9	44.8	44.5	45.6	47.1	48.0	49.1	49.8	52.8	53.8	54.4	
42.1	42.9	44.1	44.4	45.0	45.2	45.8	46.8	47.7	48.5	50.3	52.2	55.0	56.8	59.0	

For explanation of symbols See page A

DAY SUN. OCT. 28, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES												NATIONAL TV AUDIENCE ESTIMATES											
			WEEK 1						WEEK 2														
DAY	NETWORK/PROGRAM	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AV. RAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %										
EVENING MONDAY																							
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	12,310	14.5	12,310	14.5	23	14.5		11,290	13.3	11,290	13.3	20	13.3							
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.19AM	-GRID	31,580	37.2	14,010	16.5	28			28,870	34.0	13,070	15.4	27								
	2	9.00-12.13AM	-GRID						16.2							13.8							
			11.00						15.1					13.1*	25*	12.5							
			11.15						15.7							12.4							
			11.30						15.4*	34*				11.8*	27*	11.2							
			11.45						14.7					9.6*	25*	9.6							
			12.00						8.8														
			12.15						13.4*	34*													
ABC ABC BUSINESS BRIEF-MON	1	10.43-10.44PM	10.30	12,650	14.9	12,650	14.9	23	14.9														
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45								15,280	18.0	12,400	14.6	21	14.6							
CBS REAGAN FOR PRESIDENT-MON(S)	2	8.54- 9.00PM	8.45								11,720	13.8	9,760	11.5	20	11.5							
NBC REAGAN PAID POLITICAL-MON(S)	2	10.55-11.00PM	10.45																				
EVENING TUESDAY																							
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,950	12.9	10,950	12.9	20	12.9		11,890	14.0	11,890	14.0	21	14.0							
ABC REAGAN/BUSH '84 COMMITTEE(S)	2	10.56-11.00PM	10.45								9,850	11.6	9,000	10.6	19	10.6							
CBS REAGAN FOR PRESIDENT-TU(S)	1	10.54-11.00PM	10.45	13,160	15.5	10,190	12.0	22	12.0														
CBS REAGAN FOR PRESIDENT-TUE(S)	2	10.55-11.00PM	10.45								10,700	12.6	8,910	10.5	19	10.5							

EVENING WEDNESDAY

ABC ABC BUSINESS BRIEF-WED	8.58- 8.59PM	8.45	19,950	23.5	19,950	23.5	37	23.5		19,610	23.1	19,610	23.1	35	23.1
ABC ABC NEWSBRIEF-WED	9.58- 9.59PM	9.45	21,560	25.4	21,560	25.4	40	25.4		20,970	24.7	20,970	24.7	37	24.7
CBS AMERICAN PORTRAIT SUS(SUS)	8.58- 8.59PM	8.45													

EVENING THURSDAY

ABC ABC NEWSBRIEF-THU	9.58- 9.59PM	9.45	11,210	13.2	11,210	13.2	20	13.2		9,590	11.3	9,590	11.3	17	11.3
ABC REAGAN/BUSH'84 COMMITTEE(S)	2 10.56-11.00PM	10.45								11,800	13.9	10,270	12.1	21	12.1
CBS REAGAN FOR PRESIDENT-THU(S)	2 10.55-11.00PM	10.45								14,860	17.5	13,070	15.4	26	15.4
NBC REAGAN PAID POLITICAL-THU(S)	2 9.53-10.00PM	9.45								17,230	20.3	13,070	15.4	23	15.4

EVENING FRIDAY

ABC ABC BUSINESS BRIEF-FRI	1 8.44- 8.46PM 2 8.41- 8.42PM	8.30 8.30 8.45	13,840	16.3	13,330	15.7	27	15.9 15.5 11.4		13,240	15.6	13,240	15.6	26	15.6
ABC ABC NEWSBRIEF-FRI	9.58- 9.59PM	9.45	9,680	11.4	9,680	11.4	18			9,170	10.8	9,170	10.8	18	10.8
CBS AMERICAN PORTRAIT-SUS(SUS)	8.58- 8.59PM	8.45													

EVENING SATURDAY

ABC ABC SPORTS UPDATE-SAT	8.58- 8.59PM	8.45	11,040	13.0	11,040	13.0	23	13.0		10,270	12.1	10,270	12.1	21	12.1
ABC ABC NEWSBRIEF-SAT.	9.58- 9.59PM	9.45	12,820	15.1	12,820	15.1	26	15.1		13,160	15.5	13,160	15.5	27	15.5
CBS SPORTSBREAK-SAT	8.58- 8.59PM	8.45	9,510	11.2	9,510	11.2	20	11.2		9,340	11.0	9,340	11.0	20	11.0
CBS NEWSBREAK-SAT.	9.53- 9.53PM	9.15	10,100	11.9	10,100	11.9	20	11.9		9,340	11.0	9,340	11.0	19	11.0
NBC NBC NEWS DIGEST-SAT	8.58- 8.59PM	8.15	10,440	12.3	10,440	12.3	21	12.3		10,270	12.1	10,270	12.1	21	12.1

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES										WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS												
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %											
EVENING SATURDAY-CONT'D																													
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	8,150	9.6	8,150	9.6	17	9.6																				
EVENING SUNDAY																													
ABC ABC SPORTS UPDATE-SUN	2	8.28- 8.29PM	8.15								13,240	15.6	13,240	15.6	23	15.6													
ABC DEBATE ANALYSIS-ABC(SUS)	1	9.29- 9.42PM	9.15								15,960	18.8	15,960	18.8	30	18.8													
ABC ABC NEWSBRIEF-SUN.	2	9.54- 9.55PM	9.45								10,530	12.4	9,680	11.4	23	11.4													
ABC MONDALE/FERRARO COMMITTEE(S)	2	10.56-11.00PM	10.45																										
ABC ABC NEWSBRIEF-SUN.	1	11.30-11.32PM	11.30	12,740	15.0	12,400	14.6	28	14.6		21,990	25.9	9,930	11.7	23														
CBS CBS NFL FOOTBALL GAME 2	2	4.16- 7.11PM	-GRID 7.15											5.5*	9*	5.3													
CBS 60 MINUTES	2	7.22- 8.22PM	-GRID 8.15								27,000	31.8	20,040	23.6	36														
CBS MURDER, SHE WROTE	2	8.22- 9.22PM	-GRID 9.15								21,730	25.6	16,560	19.5	29														
CBS JEFFERSONS	2	9.22- 9.52PM	-GRID 9.45								16,640	19.6	14,520	17.1	26														
CBS SPORTSBREAK-SUN	2	9.20- 9.21PM	9.15								15,620	18.4	15,620	18.4	27	18.4													
CBS ALICE	1	9.44- 9.45PM	9.30	16,050	18.9	16,050	18.9	27	18.9																				
	2	9.52-10.22PM	-GRID								14,010	16.5	12,400	14.6	24														

CBS JEFFERSONS	1	9.46-10.16PM	-GRID 10.15	17,660	20.8	14,690	17.3	26	16.3									14.2
CBS NEWSBREAK-SUN.	1	10.14-10.16PM	10.00	13,330	15.7	12,060	14.2	22	15.3									
	2	10.20-10.21PM	10.15						13.2			11,210	13.2	11,210	13.2	22	13.2	
CBS TRAPPER JOHN, M.D.	1	10.16-11.16PM	-GRID	17,740	20.9	13,580	16.0	26				15,030	17.7	12,140	14.3	27		
	2	10.22-11.16PM	-GRID 11.15						14.3						14.5*	32*	13.0	
CBS MONDALE FOR PRESIDENT-SUN(S)	2	11.16-11.22PM	11.15									12,230	14.4	10,700	12.6	32	12.6	
NBC NFL FOOTBALL POST-NBC	2	7.51- 8.03PM	7.45 8.00									10,950	12.9	8,410	9.9	16	10.4	
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45									12,570	14.8	12,570	14.8	22	14.8	
NBC DEBATE ANALYSIS-NBC(SUS)	1	9.30- 9.42PM	9.30															
NBC NBC NEWS DIGEST-2-SUN.	2	9.47- 9.48PM	9.45									11,970	14.1	11,970	14.1	22	14.1	
NBC MONDALE PD POLITICAL-SUN(S)	2	10.55-11.00PM	10.45									10,780	12.7	9,250	10.9	22	10.9	
EVENING MONDAY-FRIDAY																		
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,200	7.3	5,010	5.9	16	6.6 5.3	TU-F TU-F		6,710	7.9	5,350	6.3	17	6.9 5.7	TU-F TU-F
ABC ABC NEWS:NIGHTLINE/WED(B)	2	12.00-12.14AM	12.00									4,330	5.1	4,080	4.8	16	4.8	WED.
ABC ABC ROCKS		12.00-12.32AM	12.00 12.15 12.30	3,060	3.6	2,290	2.7	8	2.9 2.5 2.6	FRI. FRI. FRI.		2,210	2.6	1,780	2.1	6	2.3 1.9 2.0	FRI. FRI. FRI.
ABC EYE ON HOLLYWOOD			12.00 12.15	2,040	2.4	1,700	2.0	8	2.2 1.9	TU-TH TU-TH		1,700	2.0	1,360	1.6	6	1.8 1.5	TU-TH TU-TH
CONT'D																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			12.30						1.8	W&TH							1.4	TU & W	
ABC EYE ON HOLLYWOOD-CONT'D			12.30									3,740	4.4	3,140	3.7	17	4.3	MON.	
ABC ABC NEWS:NIGHTLINE-MON	2	12.42- 1.12AM	12.30						3.6	MON.							3.9	MON.	
	1	12.48- 1.18AM	12.45	3,230	3.8	2,720	3.2	16	2.9	MON.							3.3	MON.	
			1.00						2.6	MON.									
			1.15																
CBS AMERICAN PORTRAIT	2	>	8.15						15.8	TU&TH		13,160	15.5	13,160	15.5	23	9.4	MTUTH	
	1	8.58- 8.59PM	8.45	13,410	15.8	13,410	15.8	24	15.8	M-F		12,740	15.0	12,740	15.0	23	18.6	M & TH	
		>	9.45	13,410	15.8	13,410	15.8	25									15.0	M-F	
CBS NEWSBREAK-M-F			11.30						4.3	TUE.		3,570	4.2	2,890	3.4	10	3.7	TUE.	
CBS CAMPAIGN '84		11.30-12.00MD	11.45	3,990	4.7	3,310	3.9	11	3.4	TUE.							3.0	TUE.	
		>	11.30	6,370	7.5	3,990	4.7	16	5.7	M-F		6,880	8.1	4,410	5.2	17	6.3	M-F	
			11.45					15*	5.3	MWTHF						16*	5.8	MWTHF	
			12.00						4.4	M-F							5.0	M-F	
			12.15					15*	4.3	M-F							4.8	M-F	
			12.30						4.3	M-F							4.6	M-F	
			12.45					18*	4.0	M-F							4.4*	20*	
			1.00					20*	3.8	TUE.							3.6*	22*	
		VARIOUS TIMES	(SUS)																
		>	12.30	3,650	4.3	2,800	3.3	18	3.6	M-F		3,740	4.4	2,800	3.3	18	3.9	M-F	
CBS LATE MOVIE II			12.45					17*	3.5	MWTHF							3.6	MWTHF	

			1.00						3.4	M-F							3.2	M-F	
			1.15					19*	3.3	M-F							3.1	M-F	
			1.30						3.2	TU&TH							2.7	TUE.	
			1.45					22*	2.6	TU&TH							2.6	TUE.	
			2.00						2.5	TUE.							2.3	TUE.	
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,270	1.5	1,100	1.3	13	1.3	MWTHSU		1,020	1.2	850	1.0	11	1.0	MWTHSU	
			2.15						1.2	MWTHSU							.9	MWTHSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,290	2.7	930	1.1	20	1.6	M-THSU		2,120	2.5	760	.9	17	1.2	M-THSU	
			2.30						1.4	M-THSU							1.0	M-THSU	
			2.45					19*	1.3	M-THSU							1.1	M-THSU	
			3.00						1.2	M-THSU							1.1	M-THSU	
			3.15					20*	1.1	M-THSU							.9	M-THSU	
			3.30						1.0	M-THSU							.9	M-THSU	
			3.45					18*	1.0	M-THSU							.8	M-THSU	
			4.00						1.0	M-THSU							.8	M-THSU	
			4.15					21*	.9	M-THSU							.8	M-THSU	
			4.30						.9	M-THSU							.7	M-THSU	
			4.45					20*	.9	M-THSU							.7	M-THSU	
			5.30						1.0	M-THSU							1.1	M-THSU	
			5.45					23*	1.0	M-THSU							1.1	M-THSU	
NBC NBC NEWS DIGEST-M-F	1	>	8.45	12,820	15.1	12,140	14.3	23	15.0	M-F		13,580	16.0	13,580	16.0	24	16.0	M-F	
	2	8.58- 8.59PM	8.45																
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	14,260	16.8	14,260	16.8	26	16.8	TU&TH		11,040	13.0	11,040	13.0	20	13.0	MW	
	2	>	9.45																
NBC TONIGHT SHOW		11.30-12.00AM	11.30	10,530	12.4	6,540	7.7	24	9.0	M-F		10,100	11.9	6,030	7.1	22	8.6	M-F	
			11.45					23*	8.1	M-F							8.1*	22*	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW-CONT'D				12.00					7.3	M-F						6.8	M-F		
				12.15				6.8*	24*	6.3	M-F				6.2*	22*	5.6	M-F	
NBC DAVID LETTERMAN I				12.30	3,820	4.5	3,310	3.9	18	4.1	M-TH	3,480	4.1	2,890	3.4	17	3.6	M-TH	
				12.45					3.6	M-TH						3.4	M-TH		
NBC FRIDAY NIGHT VIDEOS				12.30	5,770	6.8	2,800	3.3	15	4.9	FRI.	6,030	7.1	2,800	3.3	15	4.6	FRI.	
				12.45				4.4*	17*	3.9	FRI.				4.2*	16*	3.7	FRI.	
				1.00					3.5	FRI.						3.5	FRI.		
				1.15				3.2*	15*	3.0	FRI.				3.2*	15*	3.0	FRI.	
				1.30					2.4	FRI.						2.5	FRI.		
				1.45				2.3*	14*	2.2	FRI.				2.5*	15*	2.6	FRI.	
NBC DAVID LETTERMAN II				1.00	2,970	3.5	2,380	2.8	17	3.1	M-TH	2,720	3.2	2,210	2.6	16	2.9	M-TH	
				1.15					2.5	M-TH						2.4	M-TH		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A				6.15	1,270	1.5	1,190	1.4	18	1.4	M-F	1,360	1.6	1,270	1.5	18	1.5	M-F	
ABC ABC WORLD NEWS-MORN-645A				6.45	2,210	2.6	2,120	2.5	20	2.5	M-F	2,210	2.6	2,040	2.4	20	2.4	M-F	
ABC REAGAN BUSH'84 COMMITTEE(S)				1 8.56	3,740	4.4	3,400	4.0	20	4.0	MON.								
ABC REAGAN-BUSH '84 COMMITTEE(S)				2 8.56								4,250	5.0	3,910	4.6	23	4.6	THU.	
ABC ABC DAYTIME NEWSBRIEF-M-F				2.58	7,050	8.3	7,050	8.3	30	8.3	M-F	6,960	8.2	6,960	8.2	29	8.2	M-F	

ABC REAGAN-BUSH '84 COMMITTEE(S)	1	3.54-	4.00PM	3.45	7,560	8.9	6,200	7.3	23	7.3	MON.								
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30-	5.30PM	4.30								8,660	10.2	5,770	6.8	19	6.5	WED.	
			4.45													6.6*	19*	6.7	WED.
			5.00															7.1	WED.
			5.15													7.1*	19*	7.1	WED.
ABC REAGAN BUSH '84 COMMITTEE(S)	2	4.26-	4.30PM	4.15								2,800	3.3	2,550	3.0	9	3.0	WED.	
CBS CBS EARLY MORNING NEWS		6.30-	7.00AM	6.30	1,530	1.8	1,190	1.4	15	1.4	M-F	1,700	2.0	1,270	1.5	17	1.5	M-F	
			6.45							1.5	M-F						1.6	M-F	
CBS NEWSBREAK-11.57		11.57-	11.59AM	11.45	6,280	7.4	6,110	7.2	31	7.2	M-F	6,540	7.7	6,200	7.3	29	7.3	M-F	
CBS REAGAN FOR PRESIDENT-1.24(S)	2	1.24-	1.30PM	1.15								7,300	8.6	6,370	7.5	27	7.5	THU.	
CBS NEWSBREAK-3.57		3.57-	3.59PM	3.45	5,430	6.4	5,090	6.0	20	6.0	M-F	5,520	6.5	5,260	6.2	19	6.2	M-F	
CBS REAGAN FOR PRESIDENT-3.53(S)	2	3.53-	4.00PM	3.45								7,050	8.3	5,690	6.7	21	6.7	TUE.	
CBS CBS SCHOOLBREAK SPECIALS(S)	1	4.30-	5.30PM	4.30	8,570	10.1	5,600	6.6	18	5.3	TUE.								
			4.45							5.8	TUE.								
			5.00							7.2	TUE.								
			5.15							8.0	TUE.								
NBC NBC NEWS AT SUNRISE		6.30-	7.00AM	6.30	2,040	2.4	1,530	1.8	16	1.4	M-F	2,120	2.5	1,530	1.8	16	1.5	M-F	
			6.45							2.1	M-F						2.1	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57-	2.58PM	2.45	3,570	4.2	3,570	4.2	15	4.2	MWF	3,740	4.4	3,740	4.4	15	4.4	MWF	
NBC NBC SPECIAL TREAT(S)	2	4.00-	5.00PM	4.00								4,750	5.6	3,140	3.7	10	3.6	TUE.	
			4.15													3.7*	11*	3.8	TUE.
			4.30															3.6	TUE.
			4.45													3.8*	10*	3.9	TUE.

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,310	3.9	2,800	3.3	19	3.3		2,380	2.8	2,120	2.5	18	2.5	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,920	5.8	4,330	5.1	20	5.1		4,410	5.2	3,990	4.7	18	4.7	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	5,520	6.5	4,750	5.6	20	5.6		4,500	5.3	3,820	4.5	17	4.5	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	5,090	6.0	4,750	5.6	21	5.6		4,500	5.3	4,080	4.8	17	4.8	
ABC CFA COLLEGE FOOTBALL-PRE	1	3.30- 3.44PM	-GRID	3,910	4.6	3,910	4.6	14			2,800	3.3	2,890	3.4	10		
	2	3.30- 3.42PM	-GRID								7,130	8.4	6,960	8.2	18	8.0	
ABC CFA COLLEGE FOOTBALL POST	2	6.48- 6.58PM	6.45								2,040	2.4	1,870	2.2	13	2.2	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,460	2.9	2,120	2.5	14	2.5		3,400	4.0	3,140	3.7	18	3.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,400	4.0	3,140	3.7	18	3.7		4,250	5.0	3,820	4.5	16	4.5	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,910	4.6	3,480	4.1	14	4.1								
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	3,140	3.7	2,800	3.3	11	3.3								
CBS CBS COLLEGE FOOTBALL	1	12.06- 3.18PM	-GRID	10,610	12.5	3,650	4.3	14			13,070	15.4	4,750	5.6	17		
	2	12.07- 3.35PM	-GRID														
		3.15					5.3*	16*	5.2					7.3*	19*	7.3	
		3.30															
CBS CBS COLLEGE FOOTBALL PRE	1	12.00-12.06PM	12.00	3,570	4.2	2,630	3.1	11	3.1		3,990	4.7	2,720	3.2	11	3.1	
	2	12.00-12.07PM	12.00								3,140	3.7	2,970	3.5	25	3.5	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,820	4.5	3,650	4.3	28	4.3								

NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,500	5.3	4,330	5.1	25	5.1		3,820	4.5	3,650	4.3	21	4.3	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	8,150	9.6	7,900	9.3	34	9.3		8,150	9.6	7,810	9.2	35	9.2	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,790	8.0	6,540	7.7	28	7.7		7,980	9.4	7,640	9.0	32	9.0	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,480	4.1	3,310	3.9	13	3.9		4,670	5.5	4,500	5.3	17	5.3	
NBC PBA FALL TOUR	1	3.00- 4.35PM	-GRID	6,110	7.2	3,060	3.6	11			6,030	7.1	3,480	4.1	12		
	2	3.00- 4.33PM	-GRID														
		4.30							3.3							4.0	
DAY SUNDAY																	
CBS CBS NFL TODAY		12.30-12.58PM	-GRID	7,560	8.9	6,030	7.1	20			7,050	8.3	5,690	6.7	19		
		12.45							7.7								
CBS CBS NFL FOOTBALL GAME 1	2	12.58- 4.07PM	-GRID								30,140	35.5	14,860	17.5	43		
		4.15														2.1	
		4.30														<<	
CBS CBS NFL FOOTBALL POST	1	4.16- 4.25PM	4.15	9,000	10.6	8,320	9.8	22	9.3								
		4.30							<<								
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.21PM	-GRID	18,590	21.9	8,660	10.2	25			26,570	31.3	11,720	13.8	27		
	2	4.00- 7.24PM	-GRID														
		4.15					11.2*	25*	7.4							14.8	
		6.30														15.1	
		6.45														12.0	
		7.00														8.3	
		7.15														8.9	
		7.30														9.3	
		7.45															